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SOCIO-ECONOMIC DEVELOPMENT THROUGH TOURISM-A COMPARATIVE STUDY OF KASARAGOD AND DAKSHINA KANNADA DISTRICTS

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1.1. INTRODUCTION

Tourism is travel for recreational, leisure or business purposes. The Word “Tourism” defines tourists as people who travel to and stay in places outside their usual environment for not less than twenty four (24) hours and not more than one consecutive year. Among the various service industries, tourism in India is the largest and fastest growing industry in the country. It has a vast impact on creation of jobs and national economy that plays a major role in other aspects of the country's growth and development. It is widely accepted that tourism is among the world's fastest growing and largest industries on the basis of its economic benefits. Undoubtedly, the growth in international tourist arrivals and receipts will continue in the future. Many developing countries have seen tourism as the major source of foreign exchange earnings. According to the World Tourism Organization (UNWTO), Tourism is 'Number One in the International Services Trade', accounting for 40 per cent of global trade in services and 6 per cent of total world trade. The tourism industry directly provides approximately 3 percent of global employment, or 192 million jobs – the equivalent to one in every twelve jobs in the formal sector. In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Tourism has become a thriving global industry with the power to shape developing countries in both positive and negative ways. Tourism Industry has flourished in the past few years, significantly contributing to the nation's Gross Domestic Product, foreign exchange earnings and employment. India with her enriched natural beauty is unambiguously one of the most viable countries for promoting tourism. From the western perspective, it is a land of spirituality with astonishingly diversified culture and tradition. India's rich history and its cultural and geographical diversity make its international tourists appeal large and diverse. India is known as a land of great spiritual heritage and is a mystery for majority of westerners. Despite numerous myths and misconceptions prevalent in other continents about the country, millions of tourists flock to India all around the year. A trip to India can prove to be an unprecedented and enchanting experience. India being a tropical country, the number of foreign visitors takes a nosedive in summer months and the trend in winter is just the

opposite. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with business and sports tourism. Culture Tourism has a special place in India because of its past civilization as India has been considered the land of ancient history, heritage, and culture.

Tourism is a rapidly evolving industry that has become increasingly competitive in the global arena. Day by day tourism is gaining universal acceptance as a potent engine for inclusive socio economic progress because of the jobs created and infrastructure developed. It has the potential to stimulate other economic factors through its forward and backward linkages and ability to create more employment due to its multiplier effects on the economy. In a developing country like India, tourism has become one of the major sectors of the economy, contributing to a large proportion to GDP and employment opportunities. Tourism is one of the fastest growing service industry in the country with great potentials for its further expansion and diversification. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential. We need to concentrate to have liberal policies, relaxation in taxes, comprehensive package and so on to influence tourist and foreign investment. There is also a need to increase the government's role to make India flourishing in tourism and established in the global market. India has rich source in tourism for the establishment of the brand. Of course India has been launched the Incredible India to make tourism better. Tourism is one of the most successful and fast growing business activities in the world involving Transportation, Accommodation and catering to the needs and wants of millions of tourists. Economic diversifications and technological improvement has created a very conducive environment for tourism development in the present age of globalization. Tourism industry acts as the backbone of many countries. It acts as a driving force for employment generation, poverty alleviation and social harmony. Tourism in today's world is no more a luxury or sightseeing. It is motivated by the natural urge for new experience, adventure, education and entertainment regarding different cultures, life styles and environments. This natural urge is enhanced with recent advances in transportation and information technology in the 21st century and has made tourism industry to undergo a significant change. Now even a common man has attained the status of a tourist and enabled to reach even the remotest parts of the earth. Tourism Industry has given birth to a number of secondary and tertiary activities, provided new career opportunities in hospitality, leisure and surface transport, gainfully employing thousands of people and fetching several crores of rupees in foreign exchange year after year. Tourism industry in India plays a significant role

in transforming the society and economy. Pandith Jawaharlal Nehru's oft-quoted remark, namely "welcome a tourist and send back a friend" has been the essence of Indian tourism approach in the post independence era. Tourism as an industry has great potential to bring about social and cultural development.

1.2: NEED AND RELEVANCE OF THE STUDY:

Need For Research in Tourism Sector:

The local tourism industry provides many opportunities for small businesses, such as Travel agents, travel guides, Hotels and Hostels, Restaurants and tour operators. The significance of tourism on local businesses depends on many factors including how well the business can market itself to its target audience.

The economic benefits of tourism to a country affect many areas of enterprise even if they are not directly in the tourism industry. Conducting research is necessary to understand the market and how it is affected by tourism. Whether suppliers operate directly in the tourism sector, such as by running a bed and breakfast, or indirectly by offering goods and services in which tourists may be interested, it's beneficial to understand how business is affected by tourism. By conducting tourism research, one may be able to identify a new segment of his audience.

Knowing the Customer:

Conducting research is to understand the demographics of tourism customers, such as their age, gender, location and income. Service providers should try to find out what triggers them to buy from the business. Define what it offers that resonates with the audience. Whether Suppliers offering them a product that helps them to relax more easily on vacation, or providing them with a service that saves the time on their trip is to be determined.Service providers should highlight the benefits of their business clearly so that they are easily identified.

Market research helps business to understand who else offers products or services that are similar to them. If any service provider may be new to the industry, he must find out where the market is saturated and where there are gaps in offerings. He may want to build his business around an area where there is a demand but little competition.

Through tourism research, one can learn what strengths and weaknesses his competitors have and how they are marketing themselves to their customers. Studyingcompetitors who have a large share of the tourism marketplace and learn from their strategies is the added gift of client's research.

Developing a Growth Strategy

Through effective market tourism research, one's business can develop a growth plan and implement it to achieve the goals. One can conduct tourism research to try out new products and services on a small scale before launching them to the audience. This may help to fine tune the details, improve the offerings and provide customers with something that no one else does.

1.3: TOURISM AND SOCIO-ECONOMIC DEVELOPMENT:

India's glorious traditions and rich cultural heritage are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as tourist paradise. The finest of India's cuisines is as rich and diverse as its civilization. In Sanskrit literature the three famous words "**Aththi Devo Bhava**" means "the guest is truly god" are a dictum of hospitality in India.

Tourism has great importance in the economy and cultural development of India. It promotes national integration. It makes us aware of the beauty and rich cultural heritage of our nation.It promotes inter-regional relationship. Tourism encourages cultural pursuits and provides support to local handicrafts. India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and Cultural heritage and colorful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism, centers of pilgrimage for spiritual tourism, Heritage, trains and hotels for heritage tourism. Yoga, **Ayurveda** and Natural health resorts and hill stations also attract the tourists. The Indian handicrafts particularly Jewellery, Carpets, Leather goods, Ivory and brass work are the main shopping items of foreign tourists.

1.3.1: Social Development: The growth of tourism sector is expected to rise in the coming decades as the sector is expanding fast thereby contributing to the economic sector as well. Several establishments are included in the tourism industry whose products are mainly sold to visitors, although they do not form a major share of tourist consumption. In this category several sectors related to infrastructure like: power, telecommunication, roads, supply of water and some production sectors like: sports related equipment, materials needed for photography, medicines and cosmetics etc are included. Tourism brings both positive and negative impacts on tourist destinations. The traditionally-described domains of tourism impacts are economic, socio-cultural, and environmental dimensions. Socio-cultural impacts are associated with interactions between people with differing cultural backgrounds, attitudes and behaviors, and relationships to material goods. Environmental impacts affect the carrying capacity of the area, vegetation, and air quality, bodies of water, wildlife, and natural phenomena.

At the same time, tourism also brings positive and negative health outcomes for local people. The short-term negative impacts of tourism on residents' health are related to the density of tourist's arrivals, risk of disease transmission, road accidents, higher crime levels, as well as traffic congestion, crowding, and other stressful factors. In addition, residents can experience anxiety and depression related to their risk perceptions about mortality rates, food insecurity, and contact with infected tourists, etc, which can result in negative mental health outcomes. At the same time, there are positive long-term impacts of tourism on residents' health and well-being outcomes through improving healthcare access positive emotions, novelty, and social interactions.

Besides all these services other components of infrastructure like: Airport, Railways, Waterways, Roads and other amenities like Electricity, Supply of water, Sewage and other facilities like accommodation, recreational facilities, restaurants and shopping facilities etc are also an important part of tourism infrastructure. Social interaction between tourist and host community enhances the mutual appreciation, tolerance, understanding, awareness, family bonding, respect and likings. Whereas on the one hand, residents of host destination get an education about outside region while sitting at home, on the other hand they avail the facilities of schools, libraries, healthcare institutions and internet café, contributed by tourism industry.

1.3.2: Economic Development:

Tourism and economic development are good partners by the very definition of economic development we use a new activity that generates income from outside sources for community. Tourism development is viewed as an instrument of employment generation and income. Tourism enhances foreign exchange earnings through commodities trade and importing of capital goods, required services, and manufacturing segments of an economy. The trends suggest three types of the economic impact of tourism development: Direct, Indirect, and Induced. An example of the direct economic impact of tourism is the increased revenue of hotels, restaurants, and tourism organizations. The indirect impact occurs from flows such as Hotel and Restaurant purchases supplies by firms at the destination. Induced impact occurs when the beneficiaries of direct and indirect impacts (such as firm owners, employees) spend their income. Hence, tourism development influences various sectors of the economy through multiplier effects. There are numerous measures of the economic impact of tourism. The economic effects of tourism include improved tax revenue and personal income, increased standards of living, and more employment opportunities. The most important measures include tourism's impact on employment rates, GDP, and tourism's contribution to the balance of payments.

There are both positive and negative effects on communities related to the economic impacts of tourism in their communities. A positive impact can refer to the increase in jobs, a higher quality of life for locals, and an increase in wealth of an area. Tourism also has the advantage of rebuilding and restoring historic sites and encouraging the revitalization of cultures. A positive impact is to increase or to make better either for the tourist, the host community and residence and/or the tourist destination. Positive impacts are related more to the materialistic well-being, rather than to the happiness of a host community or tourist.

Negative impacts are the effects that are caused in most cases, at the tourist destination site with detrimental impacts to the social and cultural area, as well as the natural environment. As the population increases so do the impacts, resources become unsustainable and exhausted, the carrying capacity for tourists in a destination site may become depleted. Often, when negative impacts occur, it is too late to impose restrictions and regulations. Tourist destinations seem to discover that many of the negative impacts are found in the development stage of the Tourism Area Life Cycle (TALC). Tourism can raise property

values near the tourism area, effectively pushing out locals and encouraging businesses to migrate inwards to encourage and take advantage of more tourists spending.

Tourism industry in Kasaragod and Dakshina Kannada districts has several impacts on the economy and society. These impacts are highlighted below:

1. **Generating income and Employment**: Tourism has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development.
2. **Source of Foreign Exchange Earnings**: Tourism is an important source of Foreign Exchange Earnings. This has favorable impact on the economy of the states.
3. **Preservation of Heritage and Environment**: Tourism helps to preserve several places which are historical importance by declaring them as heritage sites. For instance the St.Aloysius Chapel, Ullala Dargha and many temples in both districts have been decayed and destroyed had it not been for the efforts taken by department of tourism to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
4. **Developing Infrastructure**: Tourism tends to encourage the development of multiple uses infrastructural that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.
5. **Promoting Peace and Stability**: Tourism industry can also help promote peace and stability by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness.

1.3.3: THEORITICAL FRAMEWORK: The theoretical framework of the research includes tourism systems and development models, the political ecology of tourism and community participation in tourism development. The different component of the framework helps to identify the propositions to be tested and also guides the analysis and geared the research to answer the research questions. The research and theoretical frameworks were established to guide and control the review of the literature and the empirical study. Frameworks are the foundation of good scholarship. They structure, Organize and communicate research, underpin individual studies and shape the field of study as whole.

Identifying the factors that determine the degree of competitiveness of a tourist destination implies a sustained effort on the part of the researcher considering the complexity of tourist phenomenon. The competitiveness of a tourist destination is given by the following features: Natural and Anthropic resources, specific and general infrastructure, the offer of tourist services, tourist destination management, adopted marketing policies, care towards the environment, the cooperation between authorities and private sector, marketing conditions.

Tourism is a fascinating subject in Kasargod and Dakshina Kannada districts. This study presents a theoretical framework for understanding tourist expectations from these two districts. The innovativeness of tourism firms and its determinants are investigated by analysing quantitative as well as qualitative data comparing Kasargod and Dakshina Kannada. Additionally, the roles of promoting tourism in both the districts are discussed, as is the role of Government departments, KSTDC, local residents, Travel agents and Tour operators.

1.4: OBJECTIVES OF THE STUDY:

The main objectives of carrying out the proposed research study are:

1. **To know the potentials of tourism in Dakshina Kannada and Kasargod districts**: The primary Objective of the Study is to know the potentials of tourism in Dakshina Kannada and Kasargod districts of Karnataka and Kerala states. Both the districts have its own potentials in creating employment opportunities for the needy. And to compare the measurements in terms of growth in these two districts.

2. **To know the role of tourism from the Socio-Economic point of view**: Tourism industry in Dakshina Kannada and Kasaragod districts has several impacts on the economy and society. These impacts are highlighted below:

Generating income and Employment, Source of Foreign Exchange Earnings, Preservation of Heritage and Environment, Developing Infrastructure, Promoting Peace and Stability are few perspectives. To understand the economic implications from the stated perspectives, the above study is objective.

3. **To know the infrastructural facilities in the Dakshina Kannada and Kasargod districts:** Another significant objective of the proposed study is to know the infrastructural facilities in the districts.

Apart from this, there are **Supplementary Objectives** that supports the work are listed as:

- To collect the fact and findings of tourism this work enables to understand the participation of local people.
- To collect the information on employment opportunity in tourism sector in the districts of two different states.
- To collect the data this helps for the growth and development of tourism sector.
- If there are problems in the above destination, enabling the solutions to resolve them.
- To know the role of Governments and NGO'S in the development of tourism sector.
- To know the role of service providers in the tourism sectors like: Hotels, Tour operators, Travel agents, Airlines, Banking, Insurance sector etc.
- To gather information on Cultural, Moral and Societal issues related to tourism in two coastal districts of Karnataka and Kerala states.

1.4.1: IDENTIFICATION AND DEFINITION OF THE RESEARCH GAP:

Reviewing the previous studies carried in the study area it has been observed that no such kind of comparative studies are carried out on socio economic empowerment through tourism. The study also intends to carry out the credentials and contributions of coastal belts towards tourism in these districts since both the districts are called as "waist chain" of the country. Compared to the previous studies, this study is different from all the other studies. Accordingly the researcher identified the key variables to be studied in this research work and logically established the theoretical gap in the studies. Furthermore, the review widened the scope as regards identifying the untouched or unexplored research areas to be studied. This study gives attention to the socio-economic empowerment through tourism in the two coastal districts of two different states. In earlier studies, researchers have not given much contribution which is similar to the proposed study. The area, population, respondents, whole community is playing a considerable part in the development of tourism. The researcher tried to find out the research gap in different aspects, which are familiar in the aspects of tourism products. . The review of previous works also helps in developing comprehensive ideas on how researcher can undertake the activities and how previous work effected on the growth and development of tourism. The research gap consists of following factors:

1) **Area of the study**: In the previous studies, the present study areas are not taken into consideration. So the present study focuses upon the out comings of the socio-economic development in both the districts through tourism.

2) **Framework of the study**: The previous studies were been theoretical in nature and little efforts have been made by the researchers in the direction of analyzing framework empirically.
3) **Objectives and nature of the study**: The Objectives of present study is entirely different from the previous studies. In the present study, three main objectives have been taken, which focuses upon the role and contribution of tourism sector for the social and economic development in both the districts.
4) **Benefits from the research**: The Present study is very useful for the further research in the study area. The significance of tourism on local businesses depends on many factors including how well the business can market itself to its target audience.
5) **The role of Community**: Local communities play an important role in tourism development. They are regarded as legitimate and moral stakeholders in tourism development. Local community has to be involved in policy and decision making so that it will enhance the trust and confidence of the local people on the tourism industry. So the present study focuses more upon the role played by the local communities for the development of tourism in both the districts.

1.4.2: STATEMENT OF THE RESEARCH PROBLEMS AND RESERCH QUESTIONS:

Due to the negligence of the governments the tourist destinations are not developed. Tourism can play a pivotal role for the preservation and sustenance of the indigenous culture and heritage of both Dakshina Kannada and Kasaragod districts. This study intends to provide a broad view regarding the importance of tourism from socio-economic point of view. Even though, tourism is one of the income generating sector of the state; the governments, NGO's and private sectors are not able to show the interest for the development of this sector.

Keeping these problems in mind, the following questions are framed:

- Why tourism is important in these two districts?
- Whether tourism can be developed in a better way in these two districts?
- What is the role of the governments in promoting tourism in these two districts?
- What are the benefits of tourism to the local people?
- To what extent tourism policies and plans properly implemented in these two districts?

- ❖ Is there any difference between two districts in the contributions made by the tourism industry in terms of socio-economic development?
- ❖ What are the basic terms evolved in travel and tourism in these districts?
- ❖ Is there is any difference in perceptions and desires of the travelers in these two districts in terms of their expectations?
- ❖ What is the percentage of revenue income is generated to its total through tourism sector in the study area?
- ❖ What resolutions/practices may be evolved by the sector in these two districts to improve the rate of socio-economic development?

1.5: RESEARCH METHODOLOGY:

A) RESEARCH DESIGN: The following methods are used in research design.

- ❖ Experimental research.
- ❖ Explanatory research and
- ❖ Descriptive design.

B) SAMPLE FRAMEWORK: For the purpose of the study, sample frame work will be collected from the Tourists, Local residents, Service Providers, Authorities/Administration.

C) POPULATION SAMPLE: For the purpose of the study sample was collected from 600 respondents.

D) LOCALITY: The locality of the Survey includes the **5** Taluks of D.K: Mangalore, Belthangady, Moodabidri, Puttur& Sullia. And **3** Taluks of Kasaragod districts: Kasaragod, Hosadurg, & Manjeshwaram.

E) VARIABLES SELECTED: Keeping the research questions in view, the variables are selected for the present study on the basis of review of literature and discussion with subject experts. The independent variables include- Gender, Age, Education, Occupation, and Income. The Dependent variables include- Seasonality, Duration of the tour, Purpose and Frequency of Visit etc.

F) DATA COLLECTION: The study is aimed at analyzing the Social-Economic empowerment through tourism. This study is confined to two Coastal districts: Dakshina Kannada and Kasaragod. The survey method will be used to be appropriate to conduct a

study of this nature. The survey method helps in collecting voluminous data. It helps in collecting accurate data and keeps error level low.

G) TOOLS USED: The simple statistical tools like: Percentages, Chi-square tests, F-tests, Standard Deviation, Variance and Anova Tables are used. The data collected has been presented in Tables, Charts, graphs and Diagrams.

The process of data is collected through:

a) Questionnaires

b) Interviews and

c) Direct Observation.

HYPOTHESES

The following Assumptions have been formed which enlighten the factors relating to the research study.

H_{01}: Demographical Profile of the tourists will not influence on destination selection of the tourist, Mode of booking of tourist, challenges in choosing a destination and environmental concern in travelling.

H_{11}: Demographical Profile of the tourists influence on destination selection of the tourist, Mode of booking of tourist, challenges in choosing a destination and environmental concern in travelling.

H_{02}: Preference of Stay, general length of trip, amount spent on an average annually on a trip, Green tourism activities, medical tourism activities and Sports/Adventure tourism activities of tourist is not associated with demographical factors of the tourist.

H_{12}::Preference of Stay, general length of trip, amount spent on an average annually on a trip, Green tourism activities, medical tourism activities and Sports/Adventure tourism activities of tourist is associated with demographical factors of the tourist.

H_{03}: Training program undertaken in tourism is not associated with tourism related educational qualification acquired by the Services Provider.

H_{13}: Training program undertaken in tourism is associated with tourism related educational qualification acquired by the Services Provider.

H_{04}: Business Promotional Strategies of the Service Provider isnot associated with number of years into tourist business.

H_{14}: Business Promotional Strategies of the Service Provider is associated with number of years into tourist business.

H_{05}: There is no significant mean difference between those who engaged and not engaged Green tourism and Medical/Health tourism activities with respect to opinion on different type of environmental concern practices in tour/package**.**

H_{15}: There is significant mean difference between those who engaged and not engaged Green tourism and Medical/Health tourism activities with respect to opinion on different type of environmental concern practice in tour/package**.**

H_{06}: There is no significant mean difference between opinions regarding various contributions of tourism to the socio-economic development.

H_{16}: There is a significant mean difference between opinions regarding various contributions of tourism to the socio-economic development.

H_{07}: Opinion related to Socio-Economic Impacts through Tourism and opinion on different type of environmental concern practice in tour/package is not associated with Nature of Operations

H_{17}: Opinion related to Socio-Economic Impacts through Tourism and opinion on different type of environmental concern practice in tour/package is associated with Nature of Operations.

H_{08}: There is no significant mean difference between agreement levels of local community on Improvement in Standard of Living of local of community through tourism activity.

H_{18}: There is a significant mean difference between agreement levels of local community on Improvement in Standard of Living of local of community through tourism activity.

H_{09}: There is a no significance mean difference between agreement levels of Opportunity to better market for the local product of local of community through tourism activity.

H_{19}: There is a significant mean difference between agreement levels of Opportunity to better market for the local product of local of community through tourism activity.

H_{011}: There agreement level of local community on Improvement in Standard of Living, Opportunity to better market for the local product, Purchasing Power/Awareness level, Changes in Life Style, Development Infrastructural Facilities, Increase in Employment Generation, Improvement in Social Status, Improvement in Different Sector, Improvement in Social Interaction Among People, Preservation of Cultural Heritage, Better Understanding about Different Culture and Development in Traditional Art and Culture through tourism activity is not associated with demographical variable

H_{111}: There agreement level of local community on Improvement in Standard of Living, Opportunity to better market for the local product, Purchasing Power/Awareness level, Changes in Life Style, Development Infrastructural Facilities, Increase in Employment Generation, Improvement in Social Status, Improvement in Different Sector, Improvement in Social Interaction Among People, Preservation of Cultural Heritage, Better Understanding about Different Culture and Development in Traditional Art and Culture through tourism activity is associated with demographical variable.

1.6: SCOPE OF THE STUDY AND LIMITATIONS:

It is important for tourism managers to research and understand the way in which tourism consumers make decisions and act in relation to the consumption for tourism products. There is a need for a study of a tourist's consumer behaviour which consists:

- The needs, purchase motives and decision process associated with the consumption of tourism.
- The impact of the different effects of various promotional tactics.
- The possible perception of risk for tourism purchase, including the impact of terrorist incidents.
- The different market segments based upon purchase behaviour.
- How managers can improve their chance of marketing success.

LIMITATIONS OF THE STUDY:

There are certain limitations which occur in the proposed study. They are:

1) As it is a comparative study between two districts, various factors such as economic, cultural, political factors and conditions may affect the result.

2) The result may get time bound. So opinion of the respondents may differ over the period of time and region.

3**)** As the cultural outsets in these two states of Karnataka and Kerala, a comparative study may be influenced by different parameters of consideration.

1.7: CHAPTER SCHEME:

The thesis is presented in the following five chapters:

Chapter I: The first chapter is introductory in nature. It attempts to explain the Need and Importance of the Study, Objectives, Statement of the problem, Research Methodology and Limitations of the Study.

Chapter II: It deals with "Reviews of previous literature" and the research gap related to the role of tourism in socio-economic empowerment.

Chapter III: It deals with Historical background of tourism in D.K and Kasaragod districts.

Chapter IV: It presents the Analysis and Interpretation of the data collected on field study.

Chapter V: The last chapter presents Conclusions from the entire study. It also offers a few Findings and Suggestions for effective functioning of tourism in the selected tourism places in Kasaragod and Dakshina Kannada districts and it also deals with References.

2.0: REVIEW OF LITERATURE

2.1: Introduction

An attempt has been made in the present chapter to review the selected studies made in the related fields. The current review has been classified into two categories:

1) Studies Abroad
2) Indian Studies

2.2. STUDIES ABROAD

Brougham, J. E., and R. W. Butler. (1981**)** did their study on **"A segmentation analysis of resident attitudes to the social impact of tourism".**There is increasing evidence that costs and benefits from tourism do not accrue equally to residents of destination areas despite implicit assumptions to this effect by tourism development bodies. Significant differences in resident attitudes are identified and related to personal and locational characteristics, with tourist contact, length of residence, age and language being major explanatory variables. It is

argued that such differences should be given greater consideration by public and private tourism development agencies.

Lawrence R. Allen, Patrick T. Long, Richard R. Perdue (1988) conducted their study on **"The Impact of Tourism Development on Residents 'Perceptions of Community Life".** The purpose of this study was to determine whether resident's perceptions of community life satisfaction vary with the levels of tourism development in their community. The study was conducted in 20 rural communities as part of the 1985 Colorado Rural Recreation Development Project administered by the University of Colorado-Boulder. A comprehensive questionnaire investigating residents' perceptions of the importance of and their satisfaction with seven dimensions of community life was distributed to one adult member of randomly selected households in each community.

Dennis L Foster (1992) in his study titled "Marketing Hospitality – Sales and Marketing for Hotel, Motels and Resorts" give emphasis on the practical job related skills as well as the general and technical knowledge that are required by personnel in hotel industry. The strategy adopted in this study is learning by doing with realistic situations. The study covers the pricing strategies to be adopted by the hotel industry. The client behaviour is discussed in detail, i.e., how the buying decisions of tourists are influenced. According to him personal selling is more important in hospitality industry. He explains the various strategies for personal selling in hotel industry. He also covers the organizational frame work of hotel industry in the modern world.

Dennis.L.Foster (1993) in his work on "The Business of Hospitality – Back Office Operation and Administration" analyses the various activities performed in the operations of hospitality industry. The study considers that the people are the most important assets of the hotels. He reports that finding quality employee is more difficult than finding quality furnishing and equipments, but the quality of the staff has a proud influence on the feelings of the hospitality that the hotel seeks to create. In this study it was analyzed that it is also hotel's responsibility to provide a fair and meaningful work environment for its employees. Another point considered in this study is the maintenance of high standard of ethics is important not only to the meaningful work environment but also to guests of the hotel. The study has given more importance to the people and the working environment in the hotel industry. He suggests various methods and techniques to develop skill and motivation of the managers and employees. For this purpose he collects data from the different persons like managers,

employees, tourists, etc. The study uses methods like correlation, regression, time series, index, etc. for analyzing the data.

Batra and Chawla (1994) in his book "Tourism Management-A global Perspective" holds the view that "ecotourism is perceived as a viable alternative route by which a measure of economic benefit can be reaped from tourism, with minimal damage to the environment and society and maximum advantage to the local people."

Loannides, Dmitri. (1995) wrote their paper on **"Planning for international tourism in less developed countries: Toward sustainability."** This article aims primarily to inform planning academics and practitioners of the principal issues concerning tourism development in destination areas. Much of the material draws from a rich body of geographical literature that pays specific attention to tourism in less developed countries. The article addresses tourism's principal impacts on destination areas. It stresses that, to plan effectively for tourism development while lessening its negative effects, planners need to understand the sector's dynamics over time. Finally, the article puts forth a number of policies for making tourism as a sustainable development option.

2.3. INDIAN STUDIES

Batra (1990) in his study on 'Tourism in Rajasthan-Problems, Potential and Future Prospects' points out the various snags, impediments and obstacles in the promotion of tourism in the state of Rajasthan in particular and India in general, some of which are in-built in nature. He strongly recommends that, tourism activity in Rajasthan must be taken as a dynamic tool in uplifting the 37 social status of the society. For this he recommends frequent get together of local people with the foreign tourists. According to him such meetings will help to break some of the age-old rotten social barriers and orthodox systems prevalent in the state.

Leela Shelley (1991) in her study titled "Tourism Development in India – A Study of the Hospitality Industry" made an attempt to present a broad profile of the hospitality industry. She considered various personnel's involved in hospitality industry and try to explain their role effectively. Here the importance of hospitality industry in the development of tourism was studied with Indian context. She used sample survey method for the study. Primary data are collected by questionnaire cum interview schedule. Secondary data from published and unpublished reports of Govt. and other agencies were used for the study. She also tried to

explain the role of women in the development of hospitality industry. The study concludes that the present situation of hotel industry is not sufficient to meet the requirements of tourists. It is further reported that the hospitality industry should be increased to cope with the demand for it in the modern world.

K.Muraleedhara Menon (1991) in his study titled "Tourism Management and Administrative Problems in Kerala" made an attempt to bring out the basic issues involved in the field of tourism management and the administrative hurdles in the process. Originally two aspects of the problem are probed in detail in this study – tourism management and administrative problems. Methodology adopted in this study is mainly empirical and analytical. The historical method has also been resorted to for eliciting travel history. The tool, ratio is used for analyzing the financial management. The major findings of the study were that the management system is not able to cater the demand of the tourists. It is not efficient in performing their duties. The state govt. has not taken much role in the development of tourism management in the state. He suggests the government should take necessary steps to improve the efficiency of managerial personnel in the field by providing training in using modern technologies in tourism.

Sudheer's (1992) study on 'Tourism in Kerala-Problems and Prospects' highlighted the importance of tourism in Kerala and various problems confronting the tourism sector.

Bijender K. Punia (1994) in his book, "Tourism Management – Problems and Prospects" has emphasized a good work with details of tourism patterns, arrivals, natural and manmade tourist resources in Haryana State, and has reviewed the plans and policies of the state government in the context of present and future development of tourism. He has brought out the existing problems in way to tourism development in the state particularly in terms of tourist resources, human resources, tourist information and publicity, tourism awareness and allied aspects. He has suggested practical measures towards accelerated development of tourism in the State.

3.0: PROFILE OF THE SURVEY AREA

HISTORY OF DAKSHINA KANNADA AND KASARAGOD

3.1. DAKSHINA KANNADA: Dakshina Kannada (South Canara) is the Southern Coastal District of Karnataka State with an area of 4866 Sq KM. The district bounded by the Arabian Sea on the West and lush green Western Ghats in the East, Udupi district in the North,

Chikkmagaluru district to the North East, Hassan District to the East, Kodagu district to the South East, and Kasaragod district in Kerala to the South. Its unspoilt beaches and breath-taking views of the ghats and vibrant, multi-faceted culture of the area make it a tourist's paradise. With its natural beauty, rich culture and educational activities, Dakshina Kannada district has occupied a unique place in the country. The tract between the Western Ghats and the Sea exposes one of the oldest geological features and its different evolutionary stages. The sea bordering the district on the west is known for its bountiful fish resources. The lofty hills, awesome valleys and the enchanting rivers and plains are amongst the conspicuous physical features that one could see between the Western Ghats and the vast stretch of sea on the west. Today, Dakshina Kannada is a beehive of modern activities and is conspicuous in the field of higher education, where the educated youths prefer to go abroad to pursue their education and correspondingly the district attracts youths from foreign countries who strive for modern education. Banking industry in the district took its birth and expanded its spheres as a result of its initiation taken by few visionaries, who believed in modern banking system.

Cultural Factors attracted Tourism in the District:

Tiger Dance: Tiger Dance, a unique form of folk dance is performed mainly on Dussehra and Krishna Janmastami.

Aati Festival: One of the regional festivals of Mangalore, a ritualistic folk dance called Aatikalanja is performed during this festival the Nalke community.

Yakshagana:. Yakshagana is a rich traditional art of Karnataka which has reached a great height among India's traditional arts. It has a history of atleast 500 years. It is a unique blend of various arts like music, dance, make up etc.

Kambala: The Kambala is the buffalo race which is conducted in Mangalore in the Month of December.

Korikatta: Korikatta is the local word for the cock fight. This was the famous mode of entertainment and fun with the local public..

Bhoota Kola: This is a unique culture of the Mangaloreans. This is very popular in the Hindu culture and is given a great amount of significance by the local public.

3.2. KASARAGOD

The name, Kasaragod is said to be derived from the word Kusirakood meaning Nuxvomica forests (Kanjirakuttam). It is with the intension of bestowing maximum attention on the development of backward areas that Kasaragod district was formed on 24th May 1984.

Lying on the north western coast of the State, Kasaragod was famous from time immemorial. Many Arab travelers, who came to Kerala between 9th and 14th centuries AD, visited Kasaragod as it was then an important trade centre. They called this area Harkwillia. Barbose, the Portuguese traveler, who visited Kumbla near Kasaragod in 1514, had recorded that rice was exported to Male Island whence coir was imported.

Kasaragod was part of Bekal taluk in the South Canara district of Bombay presidency. Kasaragod taluk came into being when Bekal taluk was included in the Madras presidency on the 16th April 1882. Though Vengayi Kunhiraman Nayanar moved a resolution in 1913 on the floor of Madras Governor's Council demanding the merger of Kasaragod taluk with the Malabar district, it had to be withdrawn because of the stiff opposition of the members from Karnataka. In 1927, a political convention held at Kozhikode, passed a resolution stressing the above demand. In the same year, an organization titled Malayalee Seva Sangham was constituted. The efforts made by many eminent persons like K.P.Kesava Menon, Kasaragod became part of Kerala following the reorganization of states and formation of Kerala on the 1st November 1956.

4.0: ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This Chapter mainly focuses on the Socio-Economic Development through Tourism- A Comparative Study of Kasaragod and Dakshina Kannada districts based on the responses collected from 100 tourist respondents from Kasaragod and Dakshina Kannada districts. The study is mainly focused to Socio-Economic Development of various stakeholders from both Kasaragod and Dakshina Kannada districts. This study is complete in comparative of two districts by collecting information from the Tourists, Service Providers, Local Community and District Administration/Dept of Tourism /KSTDC responses.

The locality of the survey includes the **5** Taluks of Dakshina Kannada: Mangalore, Belthangady, Moodabidri, Puttur& Sullia. And **3** Taluks of Kasaragod districts: Kasaragod, Hosadurg, & Manjeshwaram. The variables are selected for the present study on the basis of review of literature and discussion with subject experts. The independent variables include: Gender, Age, Education, Occupation, and Income. The Dependent variables include: Seasonality, Duration of the tour, Purpose and Frequency of Visit etc. The survey method will be used to be appropriate to conduct a study of this nature. The survey method helps in collecting voluminous data. It helps in collecting accurate data and keeps error level low.

This chapter presents the results of the study obtained from the Quantitative Survey, which are in accordance with the Research Design and Methodology described in previous chapters.

This chapter includes Four Sections. The First Section presents the percentage analysis. Followed by descriptive analysis by applying Simple Mean Analysis, Mode and Standard Deviation, which is the second section. The third section presents testing of Hypothesis using statistical tools namely: Chi-Square Test, Fishers Exact Test, One sample T-test, Independent sample T-test, One way Anova. Fourth section is a Causal Model, in which Hypothesis testing have been tested by using Multiple Regression Analysis. Standard Statistical Package for Social Sciences (SPSS) version 24.0 software was used for analysing the data.

4.2: ANALYSIS OF THE TOURIST RESPONDENTS

Table 4.8: Respondents Duration of travel (Frequency) to Outstation: Frequency of travel of a tourist shows how often an individual tourist travels in given period of time. Both in Dakshina Kannada and Kasaragod most (66% and 57% respectively) of the tourists travel outstation once in a year. As far as the tourists those who travel once in 6 month are 24% and 26% both in Dakshina Kannada and Kasargod sequentially. Kasaragod has more (18% and 9%) tourists those who travel outstation once in 3 month and every month as compared to (11% and 6%) Dakshina Kannada.

Table 4.9: Most Common Purpose of travel of the Respondents: Each tourist has a purpose behind his journey. Responses of the Tourists about their purpose behind the journey depict that Family Vacation as the purpose of travel for more (74% and 60%) tourist across Dakshina Kannada and Kasaragod. Adventure is the second most preferred purpose with 14% and 19% of the tourists. In Dakshina Kannada there are 11% and 6% people who tend to travel on Religious and Business purposes, whereas in Kasargod it is 8% and 5% respectively. Kasargod has more (9%) travellers who have spiritual purpose behind their journey as compared to Dakshina Kannada where it is 1%.

Table 4.10:Type of Transportation opted by the Respondents:

Mode of transportation is crucial in any travel journey. When tourists were asked about most preferred mode of transportation in general 61% tourist in Dakshina Kannada preferred Car, whereas in Kasaragod it is 48%. Bus is the second most (31% and 41% respectively) preferred mode of transportation and train comes as third preference (21% and 35%) in both Dakshina Kannada and Kasaragod. There are 6% of tourist prefer airlines as their mode of journey in Dakshina Kannada whereas it is 9% in Kasaragod. There is only 1% tourist from Kasaragod responded for ship as the mode of transportation. Usually travellers need to use blend of two or more modes during their travel journey.

Table 4.11: Place of visit is a criteria which sets the direction of the journey of a traveler: In Dakshina Kannada Hill station is the most preferred (47%) location, Historical places (34%) and Beaches (28%) are the next preference. There are only 18% respondents who prefer water/theme Park as their preferred location against only 11% and 2% respondents opted to choose “any other” and “desert” respectively. Whereas in Kasaragod, Historical places is the most preferred (43%) location, Hill station (39%) and Beach (38%)

are next preference. There are 26% respondents prefer water/theme park as their preferred location against only 9% and 4% respondents opted to choose “any other” and “desert” respectively.

Table 4.12: Companions opted by the Respondents:

In any travelling journey or tour activity, Companionship is also an essential part. Both in Dakshina Kannada and Kasaragod most of the people (76% and 64% respectively) tend to travel with family. In Kasaragod there are 49% of tourists who set their journey with friends whereas in Dakshina Kannada it is 28%. There are 7% and 4% of tourists who use totravel with their colleagues in Dakshina Kannada and Kasaragod respectively. Both the districts have 4% in Dakshina Kannada and 3% in Kasaragod tourists use to travel alone.

Table 4.13: Type of Accommodation Opted by the Respondents:

Accommodation is a Place where an individual tourist’s stay adds much value to the delight of a traveller. Home Stay is the most (44%) preferred place of stay for the tourists in Dakshina Kannada whereas Hotels are mostly (51%) preferred place of stay for the tourists in Kasaragod, Hotels (39%) and Resorts (28%) are the next preferred places of stay for the respondents of Dakshina Kannada, Resort (38%) and Home stay (19%) are the second and third preferred place of stay for the tourists in Kasaragod. There are people who tend to occupy Youth Hostel for their stay in Dakshina Kannada and Kasaragod and their presence is 3% and 5% respectively.

Table 4.14: General Length of Trip of the Respondents:

Length of any journey is an initial task a tourist will plan before a tourist sets for his travelling journey. Both in Dakshina Kannada and Kasaragod most of the tourists (42% and 52% respectively) go on a tour for 3-5 days. It is the most comfortable way an individual to connect the holidays and leaves. There are 34% and 33% of tourists who go for a tour for 1-2 days in Dakshina Kannada and Kasaragod districts respectively. There are 19% of tourists who go for a journey for a week during their trip in Dakshina Kannada against 15% of Kasargod. Only Dakshina Kannada district has 4% and 1% of tourists who go for a trip for duration of a month and a fortnight respectively.

Table 4.15: Respondents Membership of Holiday Clubs.

Membership of Holiday Club will add some benefit for travellers for certain trips. Table shows that in both the districts i.e. Dakshina Kannada and Kasaragod, most of the tourists (84% and 87%) don't have membership of any holiday clubs. There are only 16% (Dakshina Kannada) and 13% (Kasaragod) with the membership of holiday clubs.

Table 4.16: Any favourite Travel Website of the Respondents.

Favourite travel website will add some advantage for some travelers in terms of added benefits as well as choice of location. Table shows that in both the district i.e. Dakshina Kannada and Kasaragod, most of the tourists (91% and 94%) doesn't have favourite travel website while choosing their travelling direction. There are only 9% (Dakshina Kannada) and 6% (Kasaragod) of respondents with the favourite travel website.

Table 4.17: The Amount Spent by the Tourists on an average annually on a trip:

Budget is crucial in any tour plan. Table 4.17 depicts the money spent by the tourists annually on a trip. In both the districts respondents at the rate of 45% each, who spend 5,000-10,000 annually on a trip. There are 23% tourists who spend 15,000-25,000 in Dakshina Kannada against the 35% from Kasaragod. As far as the tourists who opted to spend up to 5,000 Dakshina Kannada tourists are more economical (23%) as compared to Kasaragod (11%) tourists. There are 9% of respondents who spends above 25000 annually on a trip in both the border districts.

Table 4.18: The main interests of the tourist respondents in selecting a destination:

Interest or Motivation behind selecting a destination is the deciding factor in saying Yes or No for any journey. Interest towards Nature is the main interest for both the district's tourists. Dakshina Kannada has 46% of tourist who prefer Nature as their preference, whereas in Kasaragod it is 52%. As both the district has Coastal area, tourist may have the zeal to explore the Nature. There are 23% of adventure tourists in Dakshina Kannada against the 30% of Kasaragod. Rest or leisure is the next preferred main interest of the 23% of the respondents in Dakshina Kannada and 18% of the respondents in Kasaragod. Culture (16%), Religion (15%) Night life (12%) and any other areas interest are that are least preferred option in Dakshina Kannada tourists. Culture (17%), Religion (16%), Night life (13%) and any other (4%) are interest areas that least preferred option in Kasaragod as well.

Table 4.19: The Most Challenging Problems faced by the Respondents while choosing a destination:

Quality of Service is the most challenging task a tourist faces while choosing a destination in both Dakshina Kannada (58%) as well as in Kasaragod (55%). For 29% of Dakshina Kannada and 37% of Kasaragod tourists Language is the most challenging task while choosing a destination. Reliability is the third challenging problem in both the districts (21% in Dakshina Kannada and 18% in Kasaragod). 10% of tourists who are based in Dakshina Kannada have other challenges.

Table 4.20: Use of Tourist Guide Services by the Respondents:

Taking the assistance of a tourist guide is a beneficial decision while going for some journey. Table 4.20 shows that in both the district i.e. Dakshina Kannada and Kasaragod, majority of the tourists (57% and 58%) are not willing to use the guide services, there are only 43% (Dakshina Kannada) and 42% (Kasaragod) of the respondents who prefer to use the guide services.

Table 4.21: Type of Developments desired for the growth of tourism:

Opinion of a tourist about the future development of tourism in any part of the world is like a direction in setting the right kind of venue for a traveller. Both in Dakshina Kannada and Kasaragod well-conditioned roads are the most (58% and 47%) desired development which would help in the growth of tourism. As far as Dakshina Kannada Hygiene & Sanitation (38%), Accommodation (37%) and Transportation (36%) are the next most preferred desired developments. Whereas in Kasaragod, Trasportation (46%), Hygiene & Sanitation (38%) and Accommodation (34%) are the preferred development desires after well-conditioned roads. Information about avenues, Online Service Providers and other desires are the least desired preference in Dakshina Kannada (12%, 11% and 1%) and Kasaragod (14%, 18% and 1%) respectively.

Table 4.22: Problems existing in the Destination Centers according to the Tourists:

Understanding the problem that exists in a destination centre will be a first attempt in solving the issue for the betterment of the tourist services. As far as Dakshina Kannada Tourists' are considered Cleanliness is the most (70%) presented problem in a destination, whereas for the tourist from Kasaragod, Safety and Security is the main problem (50%) that

exists. For the tourists of Dakshina Kannada Safety and security (32%), Lack of sign boards (29%) and Lack of qualified guides (27%) are the next most problems exist in the mentioned options. Whereas for the tourist of Kasaragod, Cleanliness (45%), Lack of sign boards (35%) and Lack of qualified guides (31%) are the most bothering problems for their concerns.

Table 4.23: Opinion about respondent's first visit to this tourist destination:

When the question was posed with the respondents whether the particular place that they have chosen was their first tourist destination to visit, 83% of the respondents in Dakshina Kannada said 'No' and 17% of respondents said "Yes". As far as the 74% of Respondents in Kasaragod said 'No' and 26% of respondents said "Yes". Hence it may be observed from the survey that, tourists are frequently visiting both the coastal districts of Dakshina Kannada and Kasaragod.

Table 4.24: The Steps that may be taken to resolve the problems in the destination centers:

Table 4.24 depicts the steps to be taken to resolve the problems in the destination centres. Cleanliness is the most (60% and 63%) important aspect followed by putting sign boards (37% and 34%), providing basic facilities (32% and 34%) and appointment of qualified guides (30% and 34%) in both the districts of Dakshina Kannada and Kasaragod respectively.

Table 4.25: Steps to be taken up by the Government and NGO's for the Development & Maintenance of Tourism:

Steps to be taken up by the Government and NGO's for the development & maintenance of tourism reveals that in Dakshina Kannada releasing funds for tourism is the most (55%) preferred options by the tourists. Liberalise the license to service providers (36%), Investment in tourism (32%), infrastructure development and incentives to tourism entrepreneurs (11%) are the next chosen steps by the respondents of Dakshina Kannada. Whereas in Kasaragod, investment in tourism (38%) Liberalise the license to service providers (27%), infrastructure development (26%) and incentives to tourism entrepreneurs (13%) are the next chosen steps by the respondents after funds for tourism.

Table 4.26: Motivating factors in the decision making to visit the tourist places:

Friends/Relatives/Previous travel expenses is the most motivating factor in making the decision to visit the tourist places for both Dakshina Kannada (80%) and Kasaragod (81%)

tourists. In Dakshina Kannada 18% of the tourist are self-induced against 14% of the respondents who are motivated by tourist books/ newspapers/ journals. However in Kasaragod 16% of the respondents are motivated by tourist books/ newspapers/ journals and remaining 13% of the respondents are self-induced.

Table 4.27: The main interesting activity of the respondents indulged during trip:

it is understood in Dakshina Kannada, Swimming/Water sports (2.91) and Sports (1.85) has a mean score below the neutral point of 3. The results showed that the mean rating main interesting activity indulged during the trip of the respondents was in the range of 1.85and 4.48. The highest mean rating (4.48) was obtained by the item 'Observation of Historical monuments'. Out of six items, two items show mean rating above mean of 4, two items show mean rating above neutral level 3, and one variable has value less than average of 3 and one variable has the mean value less than 2.

Whereas in Kasaragod, Swimming/Water sports (2.57) and Sports (2.10) has a mean score below the neutral point of 3. The results showed that the mean rating main interesting activity indulged during the trip of the respondents was in the range of 2.10 and 4.55. The highest mean rating (4.55) was obtained by the item 'Observation of Historical monuments'. Out of six items, two items show mean rating above mean of 4, two items show mean rating above neutral level 3, and one variable has value less than average of 3 and one variable has the mean value less than 2.

Table 4.28: Type of Mode of booking opted by the Respondents:

Mode of booking a tourist opt for travel reveals that in Dakshina Kannada 36% of respondents make their booking online against the 19% of the tourists who make offline booking. There are 27% of the tourists who make their booking through friends against 26% of the respondents who make self-arrangements for booking. Even there are 8% of tourist they rely upon travels agents for booking. Whereas in Kasaragod 28% of respondents make their booking online against the 17% of the tourist who make offline booking. There are 27% of the respondents who make self-arrangements for booking against the 25% who make their booking through friends. Even there are 20% of tourist they rely upon travel agents for booking.

Table 4.29: Number of Days/Months in advance tourists plan and decide to go on a travel:

Number of Days/Months in advance plan a tourist going to make to decide to go on a travel depicts that in Dakshina Kannada 24% of tourist makes their plan 15 days in advance followed by 21% of respondents makes their plan three month in advance. Tourists who make their booking one month in advance are 19%. 14% of the touristsmake their booking two month in advance or one week in advance. There are 8% of tourist they make their booking two days prior their travelling journey. Whereas in Kasaragod 38% of tourist make their plan one month in advance followed by 19% of respondents who make their plan a week in advance. 14% of the touristsmake their booking three month in advance or 15 days in advance. There are 8% of tourists they make their booking two month prior to the journey against 7% who book two days prior to their travelling journey.

Table 4.30: The type of environmental concern used by the respondents while travel:

Tourist destinations are adversely affected due the environmental problems as high numbers of tourists are going to visit the destination. In Dakshina Kannada 49% of the respondents use carry bags to put waste, 45% of the respondents are using paper cups and plates, 40% of the respondents avoid using plastic in their journey and 24% of the tourist use dustbin in the vehicle. As far in Kasaragod 57% tourist avoid using plastic in their set journey, 37% of the respondents are using paper cups and plates, 49% of the respondents use carry bags to put waste and 11% tourists use the dustbin in the vehicle.

Table 4.31: Any Green tourism activities undertaken by the tourists:

As far as the tourists those who have undertaken any green tourism activities while their travelling journey is considered in Dakshina Kannada 65% of respondents have undertaken green tourism activities against the 35% of those who are yet to go on. Whereas in Kasaragod 60% of respondents have undertaken green tourism activities against the 40% of the tourist opted to say “No” about green tourism activities.

Table 4.32: The type of Green tourism activity undertaken:

Type of activity a tourist is going to undertake will be adding more value to any destination visit. In Dakshina Kannada visiting Hills/Mountains (60%) is the most preferred activity followed by visit to green lands (30%), Visit to view point (23%) visit to hill station

(18%). There are 18% of the tourist they prefer Eco preservation Consciousness during tours. Even in Kasaragod Visiting Hills/Mountains (50%) is the most preferred activity followed by Visit to green lands (26%), Visit to view point (23%). There are 18% of the tourists they prefer eco preservation consciousness during tours against the tourist those who visits the hill station.

Table 4.33: Medical tourism activities undertaken by the tourists:

Medical tourism is setting a trend in the tourism industry. Here people choose a destination based on the medical requirement. As far as the tourists those who have undergone medical tourism is considered 42% of the tourist from Dakshina Kannada said "Yes" against 58% of the tourists who are yet to undergo medical tourism. Whereas in Kasaragod 35% of the tourists have undergone medical tourism against 65% of the tourists who are yet to undergo medical tourism.

Table 4.34: The type of Medical treatment preferred by the tourists:

As far as the type of treatment a tourist who undergoes medical tourism is considered, in Dakshina Kannada 31% of the respondents prefer naturopathy treatment against the 18% who prefer allopathic. There is only 7% of the tourist who would prefer Ayurvedic/Panchakarma and also 4% of the tourists prefer homeopathy against 3% of the respondents prefer to go to massage centre/spas for medical tourism. In Kasaragod 21% of the respondents prefer naturopathy treatment against the 10% who prefer allopathic. There is 3% of the tourists who would prefer Ayurvedic/Panchakarma against massage centre/spas (3%) for medical tourism.

Table 4.35: Sports/Adventure tourism activities undertaken by the tourists:

Table 4.35 depicts the number of tourists who have undergone Sports/Adventure tourism activities in both Dakshina Kannada and Kasaragod. Dakshina Kannada has more (57%) tourists who have undergone sports/adventure tourism activities as compared to Kasaragod (44%) tourist. Kasaragod has more (56%) of tourists who are yet to explore sports/adventure tourism as compared to Dakshina Kannada (43%).

Table 4.36: The type of Sports/Adventure activities undertaken:

The type of sports/adventure activities depicts that Cricket/Hockey/Volleyball/Kabbaddi is most preferred activities both in Dakshina Kannada (48%) and Kasaragod (34%).

Mountaineering/Skiing/Scuba diving is second preferred adventure activities in both the neighbouring districts (28%) and (17%) in both Dakshina Kannada and Kasaragod respectively. Water Games (11%), Trekking (9%), River rafting/Roller scatting (7%) are the other preferred adventurous activities in Dakshina Kannada however in Kasaragod Trekking (12%), River rafting/Roller scatting (5%), and water games (3%) are the choice of the tourists.

Table 4.37: Perception on Benefits of Tourism to the Society:

It is understood in Dakshina Kannada, tourism Improves Infrastructure (2.71) and Image Building (1.67) have a mean score below the neutral point of 3. The results showed that the mean rating Perception on Benefits of tourism to the Society was in the range of 1.67 and 3.89. The highest mean rating (3.89) was obtained by the item 'employment generation'. Out of five items, three items show mean rating above neutral of 3, 1 items show mean rating is below 3, and one variable has value less than average of 2.

Whereas in Kasaragod, tourism Improves Infrastructure (2.53) and Image Building (2.20) have a mean score below the neutral point of 3. The results showed that the mean rating Perception on Benefits of Tourism to the Society was in the range of 2.20 and 3.62. The highest mean rating (3.62) was obtained by the item 'employment generation. Out of five items, three items show mean rating above neutral of 3, 2 items show mean rating is below 3.

II. Analysis of Service Providers

Table 4.47: Learning of the skills which required for the Business:

Skills are the most desirable factor in the success of any business. In Dakshina Kannada 69% of respondents revealed that they learned the skills which required for the business against 81% in Kasaragod. 31% of Dakshina Kannada Service providers said no when the question was posed about learnt skills compared to 19% in Kasaragod.

Table 4.48: Learning of the skills used by the respondents in this business:

Skills can be taught and learned. As far as the mode of learning tourism skills are considered in Dakshina Kannada 69% of respondents opted for self-learning against the 60% of those who opted to say previous work experience. 29% of service providers learnt their tourism skill from parents/adults. There are 3% who opted to reveal other factors.

Whereas in Kasaragod 81% of respondents opted for self-learning against the 55% of those who opted to say previous work experience. 31% of service providers learnt their tourism skill from parents/adults. There are 3% who opted to say any other.

Table 4.49: Importance of the accessible tourist market to the business of the respondents:

As far as the importance of the accessible tourist market to the tourist business considered 53% of Dakshina Kannada respondents said "Very Important" compared to 47% respondents who opted to say "Very Very Important". However in Kasaragod 69% of respondents said "Very Important" compared to 31% respondents who opted to say "Very Very Important". Both the district has mean rate of 3.3900 which is above the neutral value.

Table 4.50: Services are most in demand in the Business of the respondents:

Services which are mostly in demand table shows that in Dakshina Kannada, Accessible guided tours are the most preferred service (67%) being Accessible transport/Vehicles the second preferred service (44%) which is in demand. There are 36% of the service providers who opted to express accessible service are the 3rd preferred services and tasty food being the last preferred (14%) option. Whereas in Kasaragod Accessible Accommodation are the most preferred service (55%) being Accessible guided tours the second preferred service (53%) and Accessible transport/Vehicles being (51%) 3rd preferred services and tasty food being the fourth preferred (4%) option.

Table 4.54: Major Problems faced by the respondents in Business:

Table depicts the problem faced by the business. In Dakshina Kannada Lack of support from Government is the major (76%) problem for the tourism service providing business. Problem of marketing & Publicity is the concern for 29% of the respondents against 19% who are facing Lack of qualified staff problem in their business. 6% of business may have some other reasons.

However in Kasaragod, Lack of support from Government is major (74%) problem for the tourism service providing business. Problem of marketing & Publicity is the concern for 25% of the respondents against 1% who are facing Lack of qualified staff problem in their business. 14% of business may have some other reasons.

Table 4.55: Percentage of turnover of the respondents is paid to the Government as tax:

Tax is inevitable. Percentage of turnover of the respondents is paid to the Government as tax is considered in Dakshina Kannada 52% of business pay their 10% of turnover to the government as tax. Even there are 38% of businesses who pay 15% of their turnover as the tax against 7% who pay 20-25%. Percentage of business that pays the tax above 26% is 3%.

In Kasaragod 52% of respondents pay their 15% of turnover to the government as tax. Even there are 41% of respondents who pay 10% of their turnover as the tax against 6% who pay 20-25%. Percentage of business who pays the tax at the rate of 5% is 3%.

Table 4.56: Strategies practiced to create tourism awareness among the public:

Strategies practiced to create tourism awareness among the public depicts that Publicity is preferred by most of the Service Providers both in Dakshina Kannada (73%) and Kasaragod (63%). Advertisement is preferred by 54% of the Service Providers in Dakshina Kannada and 45% from Kasaragod. Travel fairs are preferred by 14% and 6% respondents in Dakshina Kannada and Kasaragod respectively compared to 7% and 3% for beach festivals. There are 5% respondents in Dakshina Kannada with their own strategy as compared 10% in Kasaragod.

Table 4.57: Any Pre-trip orientation/training undertaken by the respondents to the travelers: Pre- trip orientation may be essential during special/ new travelling destination. Undertaking of any pre-trip orientation/training to the travellers is considered only 19% of the Service Provider expressed 'Yes' as compared 81% of opted to express 'No' in Dakshina Kannada as compared to 13% Yes and 87% No by Kasaragod Service Providers. It is true that most (84%) of the travelling Service Providers doesn't offer pre-tour orientation to the tourists.

Table 4.58: Precautions taken by the Service Providers while undertake a travel: Service Providers should take into consideration of precautions before setting the destination. In Daskhina Kannada (92%) as well as Kasaragod (92%) Advance payment received by the Service Providers as a method to take precaution. There are 85% and 87% of Service Providers in Dakshina Kannada and Kasaragod respectively who enter into agreement as precautionary step while taking up trip against 75% and 53% of service providers who opt for No refund for cancellation step as a precautionary measure.

Table 4.59: Terms and Conditions imposed on travelers regarding the maintenance of Hygiene and Cleanliness of tourist place:

Terms and conditions imposed on travellers regarding the maintenance of hygiene and cleanliness of tourist place depicts that in Dakshina Kannada proper instruction will be given by most (90%) of the Service Providers. Water facility (26%), Sign Boards (22%), Bin (20%), Toilet (19%), Servant/Helper (9%) are the facilities provided by the Service providers to the tourist to maintain hygiene.

In Kasaragod proper instruction will be given by most (89 %) of the Service Providers. Water facility (24%), Sign boards (18%), Toilet (4%), Bin (2%), Servant/Helper are the facilities provided by the Service providers to the tourist to maintain hygiene.

Table 4.60: Precautions taken to maintain Safety and Security of the travelers:

Precautions undertaken to maintain Safety and security of the travellers reveals that in Dakshina Kannada 50% of Service Providers prefer Prior arrangement as the most preferred safety arrangement followed by experienced escort (49%), Guide services (47%), Travel insurance (47%) etc. Whereas in Kasaragod 65% of Service Providers prefer Prior arrangement as the most preferred safety arrangement followed by Experienced escort (64%), Guide services (47%), Travel insurance (42%) etc.

Table 4.61: Customized practices maintained with regard to Food, Hygiene and Health of Customers:

Customized practices maintained with regard to food, hygiene and health of Customers table reveals that in Dakshina Kannada 59% of the Service Providers provide customer preference food. Cook by Company Staff (37%), Adjustment with the hoteliers(37%) and feedback from the customers (35%) being the next preference customised practices maintained with regard to food, hygiene and health of Customers. However in Kasaragod 79% of the Service Providers provide Feedback from the customers. Adjustment with the hoteliers (46%), Cook by Company Staff (37%), and Customer preference food (23%) being the next preference customized practices maintained with regard to food, hygiene and health of Customers.

Table 4.62: Agreement to a Comment that "Though Customer Satisfaction plays a key role in tourism sector, the sector has failed to fulfill the needs of visitors."

For the question posed to the respondents about the agreement related how sector has failed to fulfill visitors needs even though customer satisfaction is a key role play in tourism sector, 77% and 76% of the respondents from Dakshina Kannada and Kasaragod are opted to agree as Yes against the 23% and 24% who said No.

Table 4.63: Service Providers response towards the most important bottlenecks of tourism in the district which are still remained as unaddressed by the Government:

Most important bottlenecks of tourism the district which are still remained as unaddressed by the Government is considered in Dakshina Kannada Lack of Sign Boards (73%) are the major concern followed by Lack of basic infrastructure in tourist destinations (65%). Guide Services is also unaddressed by the government. According to 52% of the respondents as compared to 44% respondents who have concern about Non Hygieneness in beaches. Where as in Kasaragod basic infrastructure in tourist destinations (61%) are the major concern followed by Lack Sign Boards (60%), Non Hygieneness in beaches is also unaddressed by the government according to 49% respondents as compared to 47% respondents who have concern about guide services. There are 2% and 3% respondents who may have any other reason in both the districts.

SOCIO-ECONOMIC IMPACTS OF TOURISM:

Table 4.64: Descriptive Statistics on the Major Contributor to the Socio-Economic Development of the District and Benefits of Tourism to the Society: Table 4.64 depicts that, Major contributor to the socio-economic development of the district and benefits of tourism to the Society has a mean rating range of 4.1600 and 4.5700 in major contributor to the socio-economic development of the district and benefits of tourism to the Society. The highest mean rating (4.5700) was obtained by the item 'It Contribute to the GDP' and it helps to create equality of income between rural and urban people.Being the lowest mean (4.1600) rating.Out of 20 elements all the element shows mean rating above rating of 4 in Dakshina Kannada.

Whereas in Kasaragod, Major contributor to the Socio-economic development of the district and benefits of tourism to the Society has a mean rating range of 4.090 and 4.6300 in major contributor to the socio-economic development of the district and benefits of tourism to the Society. The highest mean rating (4.6800) was obtained by the item 'Tourism

helps to reduce Poverty Alleviation' and Development of Communication technologies being the lowest mean (4.090) rating. Out of 20 elements all the elements show mean rating above rating of 4 in Kasaragod.

As far as the mean rating difference is concerned Dakshina Kannada has a major contributor to the socio-economic development of the district and benefits of tourism to the Society in all elements except Tourism helps to reduce Poverty Alleviation (- 0.1000) and it helps for the interaction of Cultural Values (-0.1800) as compared to Kasaragod.

Table 4.65: Turnover of the tourism projects is generally used towards maintenance of tourist service: Portion of the turnover of these tourism projects is generally used towards maintenance of tourist service in Dakshina Kannada 62% of business use up to 15% of turnover towards maintenance of tourist service, Even there are 38% of turnover of business use 16-25% of turnover towards maintenance of tourist service. In Kasaragod 57% business use up to 15% of turnover towards maintenance of tourist service, even there are 43 % of business use 16-25% of turnover towards maintenance of tourist service. Portion of spending on maintenance of service may have a direct impact on the profitability of the business.

Table 4.66: Factors determine the Development of Tourism in the District: As far the factors determine the development of tourism of the district is considered in Dakshina Kannada, Socio-economic factors (91%) is the main priority to the Service Providers followed by Religious factors (87%), Historical factors (87%) and Environment factors (87%). In Kasaragod also Socio-economic factors (98%) is the main priority to the Service Providers followed by Environment factors (94%) Religious factors (87%) and Historical factors (90%).

Table 4.67: Descriptive Statistics on the type of Environmental Concern respondents keep in the tour: From the table, type of environmental concern respondents keep in tour/package, it is understood in Dakshina Kannada the mean rating range of 3.03000 and 3.7000 in type of environmental concern used by the respondents in their tour/package. The highest mean rating (3.70) was obtained by the item 'Using paper cups/plates and Framing strict rules & regulations to preserve nature being the lowest mean (3.0300) rating. Out of five elements all the elements show mean rating above neutral of 3 in Dakshina Kannada.

Whereas in Kasaragod the mean rating range of 3.0500 and 3.6600 in type of environmental concern respondents keep in tour/package. The highest mean rating

(3.70) was obtained by the item 'Using paper cups/plates and Framing strict rules & regulations to preserve nature being the lowest mean (3.0500) rating. Out of five elements all the elements show mean rating above neutral of 3 in Kasaragod.

In terms of mean difference, Dakshina Kannada has a better advantage Keeping dustbins in the vehicle (0.2800), Creating awareness among the public (0.0400) and Using paper cups/plates and Kasaragod has a better concern in Not using plastic items (- 0.0600) and Framing strict rules & regulations to preserve nature (-0.0200)

Table 4.68: The Geographical and Climatic Conditions influence the Tour Programme: Influence of Geographical and Climatic conditions on the tour programme depicts that most (80%) of the service providers of Dakshina Kannada have the opinion that Geographic and climatic condition is not going to impact their business compared to 20% who think Climatic and Geographic condition impact is direct in tourism. Whereas in Kasaragod most (74%) of the Service Providers have the opinion that Geographic and Climatic condition is not going to impact their business compared to 26% who think climatic and geographic condition impact is direct in tourism.

Table 4.69: Green tourism activities in the package: As far as the arrangement of green tourism activities in the tour package is considered only 5% and 6% of respondents answered Dakshina Kannada and Kasaragod respectively. Most of the Service Providers do not offer or arrange for the Green tourism in Dakshina Kannada (95%) as well as Kasaragod (94%). Green tourism is the main area Service Provider may have to tap to attract more customers for an ecological benefit cause.

Table 4.70: Medical/Health tourism activities in the tour package: As far as arranging the Medical/Health tourism activities in the package is considered, Most of the Service Providers do not offer or arrange for the Medical/Health tourism in the package in Dakshina Kannada (73%) as well as Kasaragod (67 %). Remaining 27% and 33% of respondents said that they are arranging the Medical/Health tourism activities in the package in Dakshina Kannada and Kasaragod respectively. Medical tourism can be used as tool to attract more number of International tourists.

Table 4.71: Opinion regarding a statement that- Though there are ample opportunities for the development of "Beach Tourism", the sector has failed to undertake adequate promotional efforts towards "Beach Tourism". : As far as the concept of agreement on the

statement does “Beach Tourism”, the sector has failed to undertake adequate promotion efforts towards “Beach Tourism” is considered, most (74%) of the Kasaragod Service Providers did not agree, whereas “Yes” was the response from most (55%) of the respondents from Dakshina Kannada. There are 26% of the respondents in Kasaragod who believes that for promoting the Beach tourism, the sector has failed in utilising the sources fully. There are 45% respondents in Dakshina Kannada who has the opinion that the efforts towards beach tourism has not failed.

Table 4.72: The Central and State Governments have taken up remedial measures for the Successful Implementation of Tourism Plans: As far the Remedial measures taken up by Central and State Governments for the successful implementation of tourism plans is considered, Most (72%) of the Service Providers in Dakshina Kannada opted to reply “No” whereas majority (60%) of the Kasaragod Service Providers expressed “Yes”. Whereas in Dakshina Kanada 28% respondents have the opinion that the Remedial measures taken up by Central and State Governments is successful in implementation of tourism plans against the 40% who said “No” in Kasaragod.

III -ANALYSIS OF LOCAL COMMUNITY

Table 4.81: Descriptive Statistics on Agreement/statement that the Tourism Development has increased standard of living of the respondents:

In Dakshina Kannada on agreement related to the impact of Tourism Development in increasing the standard of living has a mean rating range of 4.1900 and 4.3900. The highest mean rating (4.3900) was obtained by the item ‘Tourism sector helps to increase the Quality of work life’ and ‘Tourism helps to get to know another culture, which can contribute to the improvement of preservation of the cultural heritage’. Tourism helps to raise the awareness of local residents being the lowest mean (4.1900) rating. Out of 11 elements all the elements show mean rating above rating of 4 in Dakshina Kannada. Overall mean rating for Dakshina Kannada is 4.3136.

Whereas in Kasaragod, Table depicts that on agreement related to the impact of Tourism Development in increasing the standard of living has a mean rating range of 4.4600 and 3.9900. The highest mean rating (4.4600) was obtained by the item ‘Tourism sector helps for the better education for our childrens’ and ‘Tourism helps for the interaction of the Cultural Values which helps to build up the relationship between the guests and hosts’ with

(3.9900) rating. Out of 11 elements all the element a show mean rating above rating of 4 in Kasaragod except 'Tourism helps for the interaction of the Cultural Values which helps to build up the relationship between the guests and hosts' which below 4 (3.9900).

Table 4.82: Statement that Tourism provides better market for the local product:

Table 4.82 depicts that in Dakshina Kannada on agreement concerned to Tourism providing better market for the local product is considered mean rating range of 3.360 and 4.4500. The highest mean rating (4.4500) was obtained by the item 'Improvement in the tourism sector will helps to identify the local talents.' And 'Due to the improvement in the tourism sector innovation and research improved' being the lowest mean (3.360) rating. Out of 9 elements all the element a show mean rating above rating of 4 in Dakshina Kannada except 'Due to the improvement in the tourism sector innovation and research improved' which has the mean rate below 4 and above neutral rate (3.3600)

Whereas in Kasaragod on agreement concerned to 'Tourism providing better market for the local product' is considered mean rating range of 3.91 and 4.5000. The highest mean rating (4.500) was obtained by the item 'Tourism increases the knowledge of local residents.' And 'Due to the improvement in the tourism sector innovation and research improved' being the lowest mean (3.9100) rating. Out of 9 elements all the element a show mean rating above rating of 4 in Dakshina Kannada except Due to the improvement in the tourism sector innovation and research improved which has the mean rate below 4 and above neutral rate (3.9100)

Table 4.83: Respondent's opinion towards the statement that the Development of Tourism increased their Awareness level:

As far as Dakshina Kannada in an agreement on the increase in awareness level due to development of tourism is considered, Mean rating range is of a 3.820 and 4.600. The highest mean rating (4.600) was obtained by the item 'Tourism helps to create a positive working environment for local residents.' And 'Due to the tourism activities, 'buying capacity increased drastically' being the lowest mean (3.820) rating. Out of 5 elements the entire element show mean rating above rating of 4 in Dakshina Kannada except due to the tourism activities, buying capacity increased drastically which has the mean rate below 4 and above neutral rate (3.8200)

Whereas in Kasaragod in an agreement on the increase in awareness level due to development of tourism is considered, mean rating range is of 4.010 and 4.490. The highest mean rating (4.490) was obtained by the item 'Tourism activities helped to develop the social living style.' And 'Due to the tourism activities, buying capacity increased drastically.' being the lowest mean (4.010) rating. Out of 5 elements all the element shows mean rating above rating of 4 in Kasaragod.

Table 4.84: Opinion towards a Statement on Tourism Development has changed the lifestyle of the Respondents:

As far as Dakshina Kannada in agreement on the impact of tourism on lifestyle changes is considered, it has a mean rating range of 3.7800 and 4.640. The highest mean rating (4.640) was obtained by the item 'Tourism helps direct and indirect generation of employment to the local people' And 'Due to the activities of tourism, it helps a lot for the increased standardization' being the lowest mean (3.780) rating. Out of 4 elements the entire element a show mean rating above rating of 4 in Dakshina Kannada except due to the activities of tourism, it helps a lot for the increased standardization which has the mean rate below 4 and above neutral rate (3.780).

Whereas in Kasaragod in agreement on the impact of tourism on lifestyle changes is considered it has mean rating range of 3.7900 and 4.5100. The highest mean rating (4.5100) was obtained by the item 'Tourism helps for the Modernization' and 'Due to the activities of tourism, it helps a lot for the increased standardization.' being the lowest mean (3.790) rating. Out of 4 elements all the element a show mean rating above rating of 4 in Kasaragod except 'Due to the activities of tourism, it helps a lot for the increased standardization' which has the mean rate below 4 and above neutral rate (3.780).

Table 4.85: Opinion towards a Statement on Tourism Development Increased Infrastructural facilities:

Agreement on infrastructure in Dakshina Kannada is considered, it has mean rating range of 3.7200and 4.520. The highest mean rating (4.450) was obtained by the item 'Tourism sector for the increased transport facilities in the destinations' and 'Tourism activities help for the good network of roads.' being the highest mean rate of (4.520). Out of 4 elements the entire elements a show mean rating above rating of 4 in Dakshina Kannada

except ‘due to the activities of tourism, it helps a lot for the increased standardization’ which has the mean rate below 4 and above neutral rate (3.720).

However in Kasaragod, Agreement on infrastructure is considered, it has mean rating range of 3.7100and 4.500.The highest mean rating (4.500) was obtained by the item ‘Tourism sector helps for the increased transport facilities in the destinations.’ And ‘Tourism activities help for the good network of roads,’ being the mean rate of (4.350). Out of 4 elements the entire element a show mean rating above rating of 4 in Kasaragod except Due to the activities of tourism, it helps a lot for the increased standardization which has the mean rate below 4 and above neutral rate (3.710). As far mean difference of Infrastructural facilities is considered in Dakshina Kannada has a favourable position in terms of infrastructure facilities (0.0075)

Table 4.86: Rating towards a Statement on Tourism Development is helpful in generating more employment Opportunities:

With regard to agreeing with the fact that tourism Development is helpful in generating more employment opportunities in Dakshina Kannada is considered it has mean rating range of 3.8200and 4.6500. The highest mean rating (4.650) was obtained by the item ‘Tourism provides direct employment opportunities for the local people’ and “Tourism industry also helps for the self-employment opportunities for the local people” whereas ‘Tourism industry helps for the Industrialization’ has the lowest mean (3.820) rating. Out of 4 elements all the element show mean rating above rating of 4 in Dakshina Kannada except ‘Tourism industry helps for the Industrialization’ which has the mean rate below 4 and above neutral rate (3.820).

However in Kasaragod, Agreement with that tourism Development is helpful in generating more employment opportunities in Dakshina Kannada is considered it has mean rating range of 3.9400and 4.4600. The highest mean rating (4.4600) was obtained by the item ‘Tourism industry also helps for the self employment opportunities for the local people”. ‘Tourism activity also promotes the destination as Education Hub’ has the lowest mean (3.820) rating. Out of 4 elements all the element a show mean rating above rating of 4 in Kasaragod except ‘Tourism activity also promotes the destination as an Education hub’ which has the mean rate below 4 and above neutral rate (3.820).As far as employment opportunity for both district is considered comparatively Dakshina Kannada has an upper hand in terms of mean difference 0.0325.

Table 4.87: Rating towards a Statement on Tourism Development is helpful in developing the Social Status: On agreeing with impact of tourism development to Social Status in Dakshina Kannada is considered, it has mean rating range of 3.8800 and 4.1700. With the mean rate of 4.0175 for Social Status. The highest mean rating (4.1700) was obtained by the item 'Tourism activity increases the Quality of work life' whereas 'Tourism helps to develop Standard of living' has (3.880) rating. Out of 4 elements 2 items show mean rating above rating of 4 in Dakshina Kannada and 2 elements are showing the mean rate below 4 and above neutral rate (3.990 and 3.880).

However in Kasaragod, on agreeing with impact of tourism development to Social Status it has mean rating range of 3.7200and 4.3900, with the mean rate of 4.0650 for social status. The highest mean rating (4.3900) was obtained by the item 'Tourism industry helps for the recognition in the society' whereas 'Tourism helps to develop Standard of living' has (3.720) rating. Out of 4 elements all the element a show mean rating above rating of 4 in Kasaragod except 'Tourism industry helps for the Industrialization' which has the mean rate below 4 and above neutral rate (3.820).As far mean difference, Kasaragod has an advantageous position on the impact of tourism on the social status as compared to Dakshina Kannada (-0.0475).

Table 4.88: Rating towards a Statement on Tourism Development is helpful for increasing facilities: On agreeing with Tourism Development is helpful for increasing facilities in Dakshina Kannada is considered it has mean rating range of 3.8600and 4.5200. With the mean rate of 4.2834 for increase in the facilities.The highest mean rating (4.5200) was obtained by the item 'Tourism sector helps for the Conservation of resources' whereas 'Tourism activity helps to increase the Telecommunication facilities' (3.8600) rating. Out of 7elements all the elements a show mean rating above rating of 4 in Kasaragod except 'Tourism activity helps to increase the Telecommunication facilities' which has the mean rate below 4 and above neutral rate (3.860).

On agreeing with Tourism Development is helpful for increasing facilities in Kasaragod is considered it has mean rating range of 3.7700and 4.560with the mean rate of 4.2834 for increase in the facilities. The highest mean rating (4.5600) was obtained by the item 'Tourism activity helps to improve the Health Services in the destination' whereas 'Tourism activity also helps for the improvement in the Information facilities.' (3.7700) being the lowest rating. Out of 7 elements all the element a show mean rating above rating of above 4 in Kasaragod except 'Tourism activity also helps for the improvement in the Information facilities' (3.770)

and ‘Tourism activity helps to increase the Telecommunication facilities’ (3.8200) which has the mean rate below 4 and above neutral rate (3.860).

Table 4.89: Rating towards a Statement, “Tourism Development is helpful for increasing Social interaction among different groups of Society”: On agreeing with tourism development is helpful for increasing social interaction among different groups of society, in Dakshina Kannada it has mean rating range of 4.5900and 4.7600with the mean rate of 4.6525 for increasing social interaction. The highest mean rating (4.7600) was obtained by the item ‘The Government/Department of tourism has to take the initiative to promote Medical tourism in the district’ whereas ‘The Government has to release or Grant Special funds for the development of tourism activities in the district’ (4.5500) rating. Out of 4 elements all the element a show mean rating above rating of 4 in Dakshina Kannada.

Where as in Kasaragod, on agreeing with tourism development is helpful for increasing social interaction among different groups of society is considered it has mean rating range of 4.5500and 4.7300, with the mean rate of 4.6775 for increasing social interaction. The highest mean rating (4.7300) was obtained by the item ‘The Government/Department of tourism has to take the initiative to promote Medical tourism in the district’ whereas ‘The Government has to release or Grant Special funds for the development of tourism activities in the district’ (4.5900) rating. Out of 4 elements all the elements show mean rating above rating of 4 in Kasargod district. As far comparison between two districts is considered, Kasaragod has better Social interaction among Social Community in terms of mean difference as compared to Dakshina Kannada.

Table 4.90: Respondents perception regarding Tourism Development is helpful for preservation of Cultural Heritage: On agreeing with tourism development is helpful for preservation of cultural heritage in Dakshina Kannada it has mean rating range of 4.0300and 4.4500, with the mean rate of 4.2725 for cultural heritage. The highest mean rating (4.4500) was obtained by the item ‘Tourism activity helps for the Cultural exchange’ whereas ‘Participation in the Fairs and festivals also helps for the harmonious relationship between the Guests and Hosts’ (4.0300) rating. Out of 4 elements all the element a show mean rating above rating of 4 in Dakshina Kannada.

Whereas in Kasaragod on agreeing with tourism development is helpful for preservation of cultural heritage has mean rating range of 3.8100and 4.5600, with the mean

rate of 4.2550 for cultural heritage. The highest mean rating (4.5600) was obtained by the item 'Tourism activity helps for the Cultural exchange' whereas 'Participation in the Fairs and festivals also helps for the harmonious relationship between the Guests and Hosts' (3.8100) rating. Out of 4 elements all the element a show mean rating above rating of 4 in Kasaragod except 'Participation in the Fairs and festivals also helps for the harmonious relationship between the Guests and Hosts' which has the mean rate below 4 and above neutral rate (3.810). As far as comparison between two districts is considered, Dakshia Kannada has a advent position in cultural heritage in terms of mean difference as compared to Kasargod (0.0175).

Table 4.91: Respondents opinion towards a Statement on Tourism Development is helpful to create a better understanding among different Cultures: On agreeing with Tourism Development is helpful to create a better understanding among different cultures, in Dakshina Kannada it has mean rating range of 4.0600and 4.3600, with the mean rate of 4.2425 for different cultures. The highest mean rating (4.3600) was obtained by the item 'Tourism activity helps to get Knowledge about others; it will lead to develop good relationship between different regions' whereas 'Tourism activity helps to build up the Guest-host interactions' (4.0300) with lowest mean rating. Out of 4 elements all the element a show mean rating above rating of 4 in Dakshina Kannada.

Whereas in Kasaragod, on agreeing with Tourism Development is helpful to create a better understanding among different cultures is considered it has a mean rating range of 3.8400and 4.5200. With the mean rate of 4.1475 for Different culture. The highest mean rating (4.5200) was obtained by the item 'Tourism activity helps to build up the Guest-host interactions' whereas 'Tourism activity helps to improve the dressing standards' (3.8400) with lowest mean rating. Out of 4 elements all the element a show mean rating above rating of 4 in Kasaragod except 'Tourism activity helps to improve the dressing standards' which has a mean rating below 4 and above neutral rate 3. (3.8400). Whereas in total, Dakshina Kannada has a better position with 'Tourism Development is helpful to create a better understanding among different culture' as compared to Kasaragod with a mean difference of 0.0950.

Table 4.92: Rating towards a Statement on Tourism Development is helpful to keep alive the traditional Art and Culture: On agreeing with Tourism Development is helpful to keep alive the traditional art and culture in Dakshina Kannada, it has mean rating range of

4.3300and 4.6500, with the mean rate of 4.4250 for traditional art and culture. The highest mean rating (4.6500) was obtained by the item 'Tourism activity contributes to retain the heritage building, historical monuments which predicts the culture of the destination' whereas 'Tourism activity helps to Upkeep and Maintenance of traditional values' (4.0300) with lowest mean rating. Out of 4 elements all the elements show mean rating above rating of 4 in Dakshina Kannada.

In Kasargod on agreeing with Tourism Development is helpful to keep alive the traditional art and culture it has mean rating range of 4.3300and 4.5700 with the mean rate of 4.4450 for traditional art and culture. The highest mean rating (4.5700) was obtained by the item 'Tourism activity helps for the Preservation of Museums; it will contribute a lot for the future generation' whereas 'Tourism activity helps to Upkeep and Maintenance of traditional values' (4.0300) with lowest mean rating. Out of 4 elements all the element a show mean rating above rating of 4 in Kasaragod. In terms of mean difference, Kasaragod is in favourable position related to traditional art and culture as compared to the ratings in Dakshina Kannada (-0.0200).

5.0: SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS OF THE STUDY:

1. Results of Survey on Tourists:

The major findings from the Secondary and Primary data analysis are presented below:

- In case of Dakshina Kannada district 48% of them are Male and remaining 52% of the respondents are Female. In case of Kasargod District Gender wise distribution sample is distributed equally. (Table 4.1)
- Age wise distribution of the respondents reveals that in Both DakshinaKannada and Kasaragod most (53% and 50% respectively) of the tourists belong to the age category of 21-35 years. As 21-35 is the age where people tends to starts their earnings that might be the reason in becoming wanderlust. Both the district together has 51.5% of the tourists in this age category. (Table 4.2)
- As far as the region wise distribution of respondents is taken into consideration, both the neighbouring districts have highest percentage (36% in Dakshina Kannada and 48% in Kasaragod) of Urban Tourists. Dakshina Kannada has 34% of rural respondents against 30% semi-urban. Whereas Kasaragod has 29% of semi-urban

tourists and 23% of rural tourists. Comparatively Dakshina Kannada has more rural tourists and Kasaragod has got more Semi Urban tourists. (Table 4.3)

- As far as the Occupation of the respondents is considered both the neighbouring districts have more (41% in Dakshina Kannada and 43% in Kasaragod) tourists who opted for "other" as their occupation. The other may include Private Jobs, Daily wage workers, Self-employment etc. (Table 4.4)
- Dakshina Kannada and Kasaragod have more (40% and 43%) tourists with Degree as their minimum qualification. Meanwhile tourists from Kasaragod has more (37%) Post graduate compared to Dakshina Kannada (35%). As far as the tourist with SSLC or lower level of education, Dakshina Kannada has 11% of respondents where in Kasaragod it is 6%. Overall there are 8.5% of tourists with PUC level of Educational and 5% with ITI/Diploma qualification in both the districts.(Table 4.5)
- Both Dakshina Kannada and Kasaragod District has more (62% and 54%) number of tourists, whose marital status as Married. Adding these two districts together percentage spikes more than half (58%). In Comparison Dakshina Kannada has got more tourists who are married. As far the remaining percentage of Tourists 38% and 46% of them are unmarried in Dakshina Kannada and Kasaragod.(Table 4.6)
- Respondent's Total Annual income depicted that in Dakshina Kannada most of the tourists (52%) annual income is ranging between 5,00,000-10,00,000, whereas Kasargod has the highest tourists (52%) belong to the annual income category of less than 1,00,000-5,00,000. (Table 4.7)
- Dakshina Kannada and Kasaragod most (66% and 57% respectively) of the tourists travel to outstation once in a year. As far as the tourists those who travel once in 6 month are 24% and 26% both in Dakshina Kannada and Kasargod sequentially. Kasaragod has more (18% and 9%) tourists those who travel outstation once in 3 month and every month as compared to (11% and 6%) Dakshina Kannada. (Table 4.8)
- Responses of the Tourists about their purpose behind the journey depict that Family vacation as the purpose of travel for more (74% and 60%) tourists across Dakshina Kannada and Kasaragod. (Table 4.9)
- 61% tourist in Dakshina Kannada preferred Car, whereas in Kasaragod it is 48%. Bus is the second most (31% and 41% respectively) preferred mode of transportation and train comes as third preference (21% and 35%) in both Dakshina Kannada and

Kasaragod. There are 6% of tourists prefer airlines as their mode of journey in Dakshina Kannada whereas it is 9% in Kasaragod. There is only 1% tourist from Kasaragod responded for ship as the mode of transportation. Usually travellers need to use blend of two or more modes during their travel journey.(Table 4.10)

2. RESULTS OF SURVEY ON SERVICE PROVIDERS

- Dakshina Kannada has 73% of Male Service Providers and 27% Female Service providers. Whereas Kasaragod has 83% of Male Service providers and 27% Female service providers. Hence it is clear from the Survey that, Males are engaging in large number in the business compare to the females. (Table 4.38)
- Dakshina Kannada and Kasaragod have more respondents (45% and 40% respectively) belong to the age category of 45 to 55 years. There are 29% of Service Providers belong to the age category of 35 to 45 years in Dakshina Kannada and against 34% in Kasaragod. As far age category between 55 to 65 years Kasaragod has more (23%) Service Providers as compared to Dakshina Kannada (17%). (Table 4.39)
- Dakshina Kannada as well as Kasaragod has 50% respondents providing the service of Tour Operators, where as 20% of the respondents own Hotels and other 20% are providing the service of Transportation Companies. Remaining 10% are operating as Travel Agents in both the neighbouring districts. (Table 4.40)
- In Dakshina Kannada 59% of the Service Providers owning Proprietorship against 61% in Kasaragod. Service Providers managed by Partnership is 39% in Dakshina Kannada as well as Kasaragod. Dakshina Kannada has 2% service providing enterprise run by MNCs. So the survey clearly depicts that the business entrepreneurs gives importance to Proprietorship. (Table 4.41)
- Both Dakshina Kannada (78%) and Kasaragod (91%) have a greater number of Domestic tourists. As far as the tourists handled by the Service Providers in Dakshina Kannada 29% respondents and 20% respondents handle both domestic and foreign tourists. As far as the Service Providers who handles exclusively foreign tourists Kasaragod has more (19%) foreign tourists as compared to Dakshina Kannada (9%). Hence the respondents from both the districts dealing much with the domestic tours or domestic tourists. (Table 4.42)
- In Dakshina Kannada 35% of Service Providers are in the business from past 10 to 15 years and 34% of the Service Providers are operating from 5 to 10 years. There are 18% of respondents with the experience of 15 to 20 years and above in the tourist

business against 13% who are in business from 1 to 5 years. Whereas in Kasaragod 43% of Service Providers are in the business from past 10 to 15 years and 36% of the Service Providers are operating from 5 to 10 years. There are 12% of respondents with the experience of 1 to 5 years against 9% who are 15 to 20 years and above.Hence it is clear from the survey that, all the service providers are well experienced in their business operations. (Table 4.43)

- In Both Dakshina Kannada (61%) and Kasaragod (69%) most of the service providers are operating with 20 and below employees in their organization. In both Dakshina Kannada and Kasaragod there are (16% and 04%) of the organization operating with 41-60 employees in their organization against (15% and 27%) of service providers with 21-40 employees. Even there are 6% and 2% of organization with the 61-75 and 76-90 employees respectively in Dakshina Kannada. Hence it May be the ownership pattern of the organization is an impacting factor in availing more men.(Table 4.44)
- As far the Service Providers are considered 89% in Dakshina Kannada and 90% in Kasragod respondents did not have any educational qualification related to tourism while taking tourism venture. There are 11% and 10% service providers in Dakshina Kannada and Kasaragod who had educational qualification related to venture they have opted for. So the survey clearly depicts that previous work experience of the respondents being a strong reason behind starting up the venture. (Table 4.45)
- As far the present study is considered, it clearly depicts that 74% of tourist service provider have not taken any training in tourism in Dakshina Kannada against 79% in Kasaragod. Where respondents who have undertaken training in related to tourism is 26% in Dakshina Kannada as compared 21% in Kasaragod. Hence it is very clear from the survey that, the service providers are well experienced in their particular field even though they have not taken training in tourism. (Table 4.46)
- In Dakshina Kannada 69% of respondents said that they learned the skills which required for the business against 81% in Kasaragod. 31% of Dakshina Kannada Service providers said no when the question was posed about learnt skills compared to 19% in Kasaragod. So the survey depicts that self learning is one of best method for the smooth functioning of the business operations. (Table 4.47)
- As far as the mode of learning tourism skills are considered in Dakshina Kannada 69% of respondents opted for self-learning against the 60% of those who opted to say previous work experience. 29% of service providers learnt their tourism skill from parents/adults. Whereas in Kasaragod 81% of respondents opted for self-learning

against the 55% of those who opted to say previous work experience. 31% of service providers learnt their tourism skill from parents/adults. Hence the survey clearly indicates that self-learning, learning the skills from parents/adults as well as previous work experience had a great impact on their business. (Table 4.48)

- As far as the importance of the accessible tourist market to the tourist business is considered 53% of Dakshina Kannada respondents said "Very Important" compared to 47% respondents who opted to say "Very Very Important". However in Kasaragod 69% of respondents said "Very Important" compared to 31% respondents who opted to say "Very Very Important". Both the district has mean rate of 3.3900 which is above the neutral value. So the survey clearly ensures that the service providers have realized the importance of the accessible tourist market to the business because it leads them to reach their desired goals. (Table 4.49)
- In Dakshina Kannada, Accessible guided tours are the most preferred service (67%) being Accessible transport/Vehicles are the second preferred service (44%) which is in demand. There are 36% of the service providers who opted to say accessible service is the 3rd preferred services and tasty food being the last preferred (14%) option. Whereas in Kasaragod, Accessible Accommodation are the most preferred service (55%) being Accessible guided tours the second preferred service (53%) and Accessible transport/Vehicles being (51 %) 3rd preferred services and tasty food being the fourth preferred (4%) option. Hence it is clear from the survey that, the service providers are providing their best service to the customers as customer satisfaction plays an crucial role in the industry. (Table 4.50)

3. RESULTS OF SURVEY ON LOCAL COMMUNITY

- 55% of Male population is taken into consideration within the Dakshina Kannada district compared to 45% of female respondents. Whereas in Kasaragod within the district male population is 53% and female population is 47%.(Table 4.73)
- Age of the respondents table depicts that in Dakshina Kannada most of the local community respondents belong to the age category of 36-50 years (40%). There are 38% of the respondents who belong to the age category of 21-35 years and against the 18% from 50-75 years. Remaining 4% population belong to up to 20 years age category. Even in Kasaragod most of the local community respondents belong to the age category of 36-50 years (65%). There are 28% of the respondents who belong to

the age category of 21-35 years and against the 5% from 50-75 years. Remaining 2% population belong to up to 20 years age category.(Table 4.74)

- In Dakshina Kannada (74%) and Kasaragod (82%) most of the respondents are married as compared 25% and 16% of single marital status respondents in Dakshina Kannada and Kasaragod. (Table 4.75)
- Most of the local community people have the education of PUC/+2 in both Dakshina Kannada (35%) and Kasaragod (39%) as compared to 27% and 33% of respondents who have UG education in both districts. As far the PG qualification is considered Dakshina Kannada (20%) has more Post Graduates as compared Kasaragod (9%) whereas is adverse in terms of High school qualified respondents of Kasaragod (18%) as compared to Dakshina Kannada (16%). Respondents with minimum primary education level are 2% in Dakshina Kannada and 1% in Kasaragod. Hence it is clear from the survey that the respondents in both the districts are having minimum educational qualification. (Table 4.76)
- Occupation of the local community people reveals that Dakshina Kannada (39%) more respondents who are involved in other jobs. Whereas Kasaragod has more respondents involved in Business (42%) against those mentioned other business (40%) as their occupation. Dakshina Kannada has 31% of respondents who are involved in Business. As far as the respondents those who are involved in Professional work there are 21% and 14% of the respondents from Dakshina Kannada and Kasaragod respectively as compared to 9% and 4% government employees. So the survey clearly depicts that both districts respondents are engaging themselves in different form of occupations. (Table 4.77)
- Both Dakshina Kannada (36%) and Kasaragod (49%) respondents are self employed. There are 29% private employees in Dakshina Kannada as compared to 35% in Kasargod. 8% of the respondents of Dakshina Kannada are semi- government employees as compared to 3% in Kasaragod. 7% of the respondents of Dakshina Kannada are government employees as compared to 3% in Kasaragod. Hence it is clear from the survey that, the majority of the respondents are engaged in self employment. (Table 4.78)
- For the question “Is the occupation of the respondents being basically tourism related”, 61% of respondents said “No” as compared to 39% who opted to say “Yes” in Dakshina Kannada. Whereas in Kasaragod it is 50% “Yes” and 50% respondents opted to respond “No”. Hence it is clear from the survey that, Majority of the local

people depends upon the tourism activity which is one of the major sources of their revenue. (Table 4.79)

- As far as number of year since local communities residing in their respective place considered, most of the respondents are living from past 4 years in both Dakshina Kannada (23%) and Kasaragod (25%) as compared 21% and 22% those who live in past 3 years. In Dakshina Kannada 17% residents living in their locality from 5 years as compared to 13% of Kasaragod. There are 10% (2 years) 8% (10 years), 8% (6 years), 4% (7 years), 4% (8 years), 3% (9 years) and 1% (1 year) who are living in their places in Dakshina Kannada as compared. There are 14 % (2 years) 8% (8 years), 8% (6 years), 5% (7 years), 2% (9 years), 2% (10 years) and 1% (1 year) who are living their places in Kasaragod. (Table 4.80)
- In Dakshina Kannada on agreement related to the impact on Tourism Development in increasing the standard of living has a mean rating range of 4.1900 and 4.3900. The highest mean rating (4.3900) was obtained by the item 'Tourism sector helps to increase the Quality of work life' and 'Tourism helps to get to know another culture, which can contribute to the improvement of preservation of the cultural heritage'. Tourism helps to raise the awareness of local residents being the lowest mean (4.1900) rating. Out of 11 elements all the elements show mean rating above rating of 4 in Dakshina Kannada. Overall mean rating for Dakshina Kannada is 4.3136. (Table 4.81)
- Whereas in Kasaragod, Table depicts that on agreement related to the impact on Tourism Development in increasing the standard of living has a mean rating range of 4.4600 and 3.9900. The highest mean rating (4.4600) was obtained by the item 'Tourism sector helps for the better education for our childrens' and 'Tourism helps for the interaction of the Cultural Values which helps to build up the relationship between the guests and hosts' with (3.9900) rating. Out of 11 elements all the element a show mean rating above rating of 4 in Kasaragod except 'Tourism helps for the interaction of the Cultural Values which helps to build up the relationship between the guests and hosts' which below 4 (3.9900).(Table 4.81)
- In Dakshina Kannada on agreement concerned to Tourism providing better market for the local product is considered mean rating range of 3.360 and 4.4500. The highest mean rating (4.4500) was obtained by the item 'Improvement in the tourism sector will helps to identify the local talents.' And 'Due to the improvement in the tourism sector innovation and research improved' being the lowest mean (3.360) rating. Out

of 9 elements all the element a show mean rating above rating of 4 in Dakshina Kannada except 'Due to the improvement in the tourism sector innovation and research improved' which has the mean rate below 4 and above neutral rate (3.3600).(Table 4.82)

- Whereas in Kasaragod on agreement concerned to 'Tourism providing better market for the local product' is considered mean rating range of 3.91 and 4.5000. The highest mean rating (4.500) was obtained by the item 'Tourism increases the knowledge of local residents.' And 'Due to the improvement in the tourism sector innovation and research improved' being the lowest mean (3.9100) rating. Out of 9 elements all the element a show mean rating above rating of 4 in Dakshina Kannada except 'Due to the improvement in the tourism sector innovation and research improved' which has the mean rate below 4 and above neutral rate (3.9100)(Table 4.82)

5.2: SUGGESTIONS

The present study is indicative rather than comprehensive. The results and findings of the study are restricted only to the present study area (Kasaaragod and Dakshina Kannada Districts). Though tourism plays an important role in improving the Standard of living of the local people, it is an industry very important for the development of any state/region; it has lots of significance not only for the economy but also in the social and cultural force of the state. Tourism has brought many employment opportunities to the people especially in the service related industries, retail sector, catering and transport sector. Tourism is a highly labour intensive service industry and hence is a valuable source of direct and indirect employment to the different group of people in the society. It also provides a wide range of jobs to both skilled and unskilled people. Skilled jobs may include: Tour operating managers, event managers, hospitality managers and so on. Unskilled jobs like: Helpers, porters etc. Development and improvement of infrastructure is another important benefit of tourism. To become an important commercial or pleasure destination, any location would require the entire necessary infrastructure. The investment made in the sector on the infrastructure is very much essential. Extending infrastructure and new infrastructure would help to meet the needs of the customers and attract them to visit. Based on the above findings and observations, the following suggestions are made.

STEPS TAKEN BY DEPT OF TOURISM/ DISTRICT ADMISNISTRATION IN DAKSHINA KANNADA TO PROMOTE TOURISM:

- In the district total of 57 works are either completed or under progress in various tourist destinations with total value of Rs 4500 Lakhs. The District Tourism Development Committee is taken steps through leasing the beach on PPP Model in Panambur beach, Thannirubhavi beach and other beaches.
- In promoting sports tourism activities steps were taken in Kulur Bridge Gurupur river stretch. Approved 32 Home Stays for traditional feel of stay to the tourists. Department of tourism has approved 42 Hotels and Resorts projects and subsidy has been released to 5 firms. And other projects are yet to submit for subsidy or under release process, which helps the accommodation needs of the tourists.
- Total of 55 tourist destinations have been provided with 4500 Lakhs grants in last 5 years. This includes approved roads, Yatri Nivas and infrastructure facilities.
- Beaches were leased under PPP Model to operate and maintain. Home guards were deployed at the beaches for safety and security of the tourists.
- State Government has released funds which were either completed or under progress. Karnataka Tourism Vision Group and Karnataka tourism Infrastructure Limited were introduced for successful implementation of tourism plans by state governments.

STEPS TAKEN BY THE DISTRICT TOURISM PROMOTION COUNCIL (DTDC) TO PROMOTE TOURISM IN KASARAGOD:

- Bekal Resorts Development Corporation Limited was formed in 1995 for implementation of the prestigious Bekal Tourism Project in Kasaragod District. The Company has since then developed the infrastructure in the project area. 2 Five star deluxe resorts have come up in Kasaragod District under the aegis of BRDC. One more 5 star resort will come up by 2024. Two more are in the pipeline. BRDC has developed a beach park for the benefit of Visitors/ Tourists/. Facilities such as Parking Bay near Bekal Fort. Mini Resort near Bekal Fort etc has also been developed. Valiyaparamba Backwater has been developed as a satellite destination of Bekal. BRDC is participating in the Tourism trade Fairs for promoting Kasaragod. Video brochures/CDs and other promotional materials etc are also used for promoting the region. Experiential tourism is widely promoted in post pandemic era.

Cultural Tourism/Farm Tourism etc are also promoted. One destination in one panchayath is the new policy of government for promoting tourism.

- The Department and its subsidiaries are adding on facilities as per the need of the Tourists. There may be lacunas in some cases which are overcome in due course. The Department of Tourism Kerala has introduced many packages as per the need of the Tourists. The interactive website is an example .The new destination such as Muzris, The Responsible Tourism Mission; The Adventure Tourism Academy etc are adding tourism facilities.
- The Department of Tourism is funding many road developments in Kasargod district under Malabar Package/Kasargod Development Package which are useful to the tourists. The development of facilities near Bekal Fort especially the entry point, etc have brought major change in the tourism scenario. The added facilities at Bekal South Beach Park attract visitors. The development of Park Near Cherkalla ,Kasragod beach park etc is an added attractions to the visitors. The Light and Sound Show at Bekal fort is also added attraction.
- The Government of India had declared Bekal as Special Tourism area in 1992 along with 5 other destinations. And now Bekal is an acclaimed beach destination in the Tourism sector. Two 5 star category beach resorts 1) Taj Bekal Resorts and Spa 2) Lalit Resorts & spa Bekal are functioning well at Bekal. The other resort by Indian Hotels will be ready by next year. Many smaller Hotels and Home stay are functioning in the beach area. The Bekal Beach Park attracts more than 5 lakh tourists a year. Likewise the Beach at Chembarika, Azhithala,Kappil etc. There is still scope for further developments, which will be considered.

The Government of Kerala has sanctioned 5 crores for development/upgradation of Beach Park in Bekal. The projects for Azhithala and Chembarike beach are considered. Also the development of kite Beach at Kanhangad is in progres

SUGGESTONS TO THE GOVERNMENT/DEPT OF TOURISM:

- ✓ **Support from the Government for Accommodation Establishments:**It is noticed from the survey that, Hotels and Home Stays are the popular types of Accommodation Opted by the Respondents in both the districts of Kasaragod and Dakshina Kannada. So, the government in the both the states have to encourage the investors those who want to invest in the Accommodation sector. As Accommodation being one of the

major components of tourism, the Governments have to liberalize the licensing procedures for the investors in the Accommodation sector.

- ✓ **Nature related tourism activities:** Interest towards Nature is the main interest for both the district's tourists. Dakshina Kannada has 46% of tourists who prefer Nature as their preference, whereas in Kasaragod it is 52%. As both the district has Coastal area, tourist may have the zeal to explore the Nature. As tourism is generating the revenue of the economy, the Department of Tourism in both the districts can think of developing nature tourism related activities in the destinations.
- ✓ **Development of Infrastructural Facilities in the Destinations:** Opinion of a tourist about the future development of tourism in any part of the world is like a direction in setting the right kind of venue for a traveler. Both in Dakshina Kannada and Kasaragod well-conditioned roads are the most (58% and 47%) desired development which would help in the growth of tourism. It is the responsibility of the Government to provide the good conditioned roads, and the Government can also implement Public Private Partnership (PPP) project as much as possible for the developmental works.
- ✓ **Putting Sign Boards and appointment of Local Guides at the Destinations:**Understanding the problem that exists in a destination centre will be a first attempt in solving the issue for the betterment of the tourist services. As far as Dakshina Kannada Tourists' are considered Cleanliness is the most (70%) preferred problem with the destination, whereas for the tourist from Kasaragod, Safety and Security is the main problem (50%) that exists. For the tourists of Dakshina Kannada Safety and security (32%), Lack of sign boards (29%) and Lack of qualified guides (27%) are the next most problems exist in the mentioned options. Here the Department of Tourism and the District administration has to the initiative in maintaining the destination neat and clean as well as Providing the safety and security for the travelers also the main responsibility of the Government. In Dakshina Lack of sign boards and qualified guides being one of the major problems, District administration the Department of tourism in Dakshina Kannada has to take the initiative in this regard.
- ✓ **Initiatives of Government and NGO for the Developmental activities:** Steps to be taken up by the Government and NGO's for the development & maintenance of tourism reveals that in Dakshina Kannada releasing funds for tourism is the most (55%) preferred options by the tourists. Liberalize the license to service providers

(36%), Investment in tourism (32%), infrastructure development and incentives to tourism entrepreneurs (11%) are the next chosen steps by the respondents of Dakshina Kannada. Whereas in Kasaragod, investment in tourism (38%) Liberalize the license to service providers (27%), infrastructure development (26%) and incentives to tourism entrepreneurs (13%) are the next chosen steps by the respondents after funds for tourism. So here the Governments of both the states should take immediate steps for the development of the destination as tourism generates the revenue of the state and helps to boost up the economy. The role of NGO's is also crucial in promoting tourism in the districts.

- ✓ **Maintenance of Hygiene and Cleanliness in the destinations:** Tourist destinations are adversely affected due the environmental problems as high numbers of tourists are going to visit the destination. In Dakshina Kannada 49% of the respondents use carry bags to put waste, 45% of the respondents are using paper cups and plates, 40% of the respondents avoid using plastic in their journey and 24% of the tourist use dustbin the vehicle. As far in Kasaragod 57% tourist avoid using plastic in their set journey, 37% of the respondents are Using paper cups and plates, 49% of the respondents use carry bags to put waste and 11% tourists use the dustbin in the vehicle. So in maintaining the Cleanliness & Hygiene in the destination, the role of the Government plays a crucial role. The Department of tourism in both the districts have to put the dustbin in every tourist places and also creating awareness with the tourists is also an important step in maintaining cleanliness in the destination.
- ✓ **Encouragement for Medical tourism in the district:** Medical tourism is setting a trend in the tourism industry. Here people choose a destination based on the medical requirement. As far as the tourist those who have undergone medical tourism is considered 42% of the tourists from Dakshina Kannada said "Yes" against 58% of the tourists who are yet to undergo medical tourism. Whereas in Kasaragod 35% of the tourist have undergone medical tourism against 65% of the tourists who are yet to undergo medical tourism. So there are lots of opportunities to promote Medical tourism in Dakshina Kannada, because Mangalore is well known for Standard Hospitals and quality health service, Government can come up with new medical tourism schemes, and it may attract more number of tourists.
- ✓ **Support for the Women Entrepreneurship:** Gender wise Classification of the Service Providers depicts that Dakshina Kannada has 73% of Male Service Providers and 27% Female Service providers. Whereas Kasaragod has 83% of Male Service

providers and 27% of Female service providers. So the Governments can come up with new schemes for involving the women's in tourism related sectors like: Self-financing Schemes, low interest rate loans, liberalizing the licensing procedures etc. It may encourage the women entrepreneurs and helps them to raise their standard of living and quality of work life.

- ✓ **Government support to the Service Providers in a Maximum extent:** Nature of operations performed by the service providers depicts that Dakshina Kannada as well as Kasaragod has 50% of the respondents providing the service of Tour Operators, where as 20% of the respondents own Hotels and other 20% are providing the service of Transportation Companies. Remaining 10% are operating as Travel Agents in both the neighboring districts. So the Governments of both the states should encourage the service providers in a maximum extent, so that service providers can give their best services to the tourists.
- ✓ **Enhancement of the Service Providers from the Government:** In Dakshina Kannada Lack of support from Government is the major (76%) problem for the tourism service providing business. However in Kasaragod, Lack of support from Government is major (74%) problem for the tourism service providing business. So, the Government should support the service providers in all the ways. As the Service providers are considered as the Promoters of tourism industry, they need all round support from the Government.
- ✓ **Providing infrastructural facilities in the destination:** For the question posed to the respondents about the agreement related how sector has failed to fulfill visitors needs even though customer satisfaction is a key role play in tourism sector, 77% and 76% of the respondents from Dakshina Kannada and Kasaragod are opted to say Yes against the 23% and 24% who said No. Hence it is the duty and responsibility of the department of tourism of both the districts in Dakshina Kannada and Kasaragod, fulfilling the needs of the visitors by putting the signboards in the main entry to the destinations, appointment of qualified guides, providing good network of roads, maintaining the cleanliness and hygiene in the destinations and so on.

SUGGESTIONS TO THE SERVICE PROVIDERS:

- ✓ **Itinerary Preparation and Preparation of the Package tours by the tour operators in the district:** It is observed from the study that in both the districts of Dakshina Kannada and Kasargod the two coastal districts, tourism plays an important

role in the social and economic development. Tourism is one of the important pleasure activities for both male and female in both the districts. The survey depicts that the tourists between the age group of 21-35 willing to visit the destination in a large number. And the Most Common Purpose of travel of the Respondents is the Family Vacation. So, here the service providers like travel agents and tour operators may prepare the package tours which are family focused as well as they may include some of the activities for the young generations to enjoy their trip as they are travelling in a maximum number.

- ✓ **Preparation of Short-haul tours by the tour operators:**It is observed from the survey that, Both in Dakshina Kannada and Kasaragod most of the tourists (42% and 52% respectively) go on a tour for 3-5 days. It is the most comfortable way an individual to connect the holidays and leaves. So here tour operators can prepare the tour packages as per the preferences of the travelers.
- ✓ **Quality of Services:** It is the most challenging task a tourist faces while choosing a destination in both Dakshina Kannada (58%) as well as in Kasaragod (55%). So the Service providers like: Hotels, Travel agents & tour operators, transportation companies must provide Quality Services for the tourists. Being a Service oriented industry, Tourism sector has to fulfill the needs of the visitors and Customer Satisfaction is also plays a crucial role in this regard.
- ✓ **Arrangement of Guided tours:** It is understood from the survey that, Services which are mostly in demand for the Service providers shows that in Dakshina Kannada, Accessible guided tours are the most preferred service (67%) and in Kasaragod its (53%). So the tour operators of both the districts can come up with the new packages which should focus to fulfill the needs of the travelers or tourists.
- ✓ **Implementation of Innovative measures by the Service Providers:** Promotional strategies help a firm in reaching its prospective customers. Tourist service providers from Dakshina Kannada are using Advertisements as the most preferred (67%) promotional strategy tool to attract more customers against the information brochure being the next suitable (60%) mode of promoting business strategy. The Service Providers in Kasaragod are using Advertisements as the most preferred (63%) promotional strategy tool to attract more customers against the information brochure being the next suitable (62%) mode of promoting business strategy. Hence, the Service providers from both the districts of Dakshina Kannada and Kasaragod may adopt some of the new innovative measures to attract the Customers.

- ✓ **Betterment of Promotional Practices:** Strategies practiced to create tourism awareness among the public depicts that Publicity is preferred by most of the Service Provider both in Dakshina Kannada (73%) and Kasaragod (63%). Advertisement is preferred by 54% of the Service Providers in Dakshina Kannada and 45% from Kasaragod. Travel fairs are preferred by 14% and 6% respondents in Dakshina Kannada and Kasaragod respectively compared to 7% and 3% for beach festivals. Hence, the Service providers can come up with some of the new innovative measures/practices for the promotion of the destinations.
- ✓ **Proper Instructions for the tourists to maintain the Hygieneness and Cleanliness in the destination:** Terms and conditions imposed on travelers regarding the maintenance of hygiene and cleanliness of tourist place depicts that in Dakshina Kannada proper instruction will be given by most (90%) of the of Service Providers. In Kasaragod proper instruction will be given by most (89%) of the Service Providers. So it is the responsibility of the service providers to give proper instructions for the travelers on tour, travelers should be instructed to keep the tourist destinations clean and not supposed to pollute the destinations any ways.
- ✓ **Safety and Security of the travelers:** Precautions undertaken to maintain Safety and security of the travelers reveals that in Dakshina Kannada 50% of Service Providers prefer Prior arrangement as the most preferred safety arrangement followed by experienced escort (49%), Guide services (47%), Travel insurance (47%) etc. Whereas in Kasaragod 65% of Service Providers prefer Prior arrangement as the most preferred safety arrangement followed by Experienced escort (64%), Guide services (47%), Travel insurance (42%) etc. Hence it is the responsibility of the tour operators of both the districts of Dakshina Kannada and Kasaragod to maintain the safety and security of the travelers. And the tour operators can add the travel insurance in their package as a precautionary measure, as the travel insurance protects the travelers from any kind personal accidents, loss of baggage, trip cancelation, interruption etc. It should not be optional for the tourists.
- ✓ **Customized practices maintained with regard to Food, Hygiene and Health of Customers by the tour operators:** It reveals that in Dakshina Kannada 59% of the Service Providers provide customer preference food. Cook by Company Staff (37%), Adjustment with the hoteliers (37%) and feedback from the customers (35%) being the next preference customized practices maintained with regard to food, hygiene and health of Customers. However in Kasaragod 79% of the Service Providers provide

Feedback from the customers. Adjustment with the hoteliers (46%), Cook by Company Staff (37%), and Customer preference food (23%) being the next preference customized practices maintained with regard to food, hygiene and health of Customers. So, it is a good steps taken by the tour operators and they can keep their customers healthy (not facing any type of health related issues with regard to food) till the end of the tour.

SUGGESTIONS TO THE LOCAL COMMUNITY

- ✓ **Educational Qualification of the respondents:** As far as the Educational level of the respondents is considered most of the local community people have the education of PUC/+2 in both in Dakshina Kannada (35%) and Kasaragod (39%) as compared to 27% and 33% of respondents who have UG education in both districts. As far the PG qualification is considered Dakshina Kannada (20%) has more Post Graduates as compared Kasaragod (9%) whereas is adverse in terms of High school qualified respondents of Kasaragod (18%) as compared to Dakshina Kannada (16%). Respondents with minimum primary education level are 2% in Dakshina Kannada and 1% in Kasaragod. Hence it is clear from the Survey that, the local community people are engaging themselves in different kinds of self employment in the tourist destinations, the education factor also influencing on their business. Because as tourism sector provides the employment opportunities for the local people, it helps them to raise their standard of living and lead Quality of work life.
- ✓ **Occupation of the Local Community People:** In Dakshina Kannada (39%) more respondents who are involved in other job which are not particularly related to the tourism sector. Whereas Kasaragod has more respondents involved in Business (42%) against those mentioned any other business (40%) as their occupation. Dakshina Kannada has 31% of respondents who are involved in Business. As far as the respondents those who are involved in Professional work there 21% and 14% of the respondents from Dakshina Kannada and Kasaragod respectively as compared to 9% and 4% government employees. So it is clear from the survey that, the local residents are engaging themselves in different forms of occupations. The Department of tourism of both the districts of Kasaragod and Dakshina Kannada can come up with the new schemes for women. Today women entrepreneurs are also playing crucial roles in the development of tourism in both the districts.

- ✓ **Nature of employment of the respondents:** As far as nature of employment is considered, both Dakshina Kannada (36%) and Kasaragod (49%) respondents are self-employed. There are 29% of private employees in Dakshina Kannada as compared to 35% in Kasargod. 8% of the respondents of Dakshina Kannada are semi-government employees as compared to 3% in Kasaragod, 7% of the respondents of Dakshina Kannada are government employees as compared to 3% in Kasaragod. Hence local community people can engage in different types of tourism related jobs, which helps them to lead a Quality of work life and also raise their standard of living. And they can approach the concerned government authorities for the any kind of financial support like: Subsidy etc.
- ✓ **Engaging in tourism related Jobs:** It is clear from the survey that 39% of the respondents in Dakshina Kannada and 50% respondents in Kasaragod are doing basically tourism related jobs. Local people should come to tourism related jobs which gives them economic independence and need not depend upon anyone for financial matters.
- ✓ **Initiatives of the Local Community in Destination Promotion:** As far as the mean rating difference on agreement concerned to 'Tourism providing better market for the local product' is considered, Kasaragod has a better market place for local product except in terms of agreement on 'Improvement in the tourism sector will helps to identify the local talents' as compared to Dakshina Kannada (0.1000). So it is clear from the survey that, the tourism sector has tremendous capacity to empower the socio-economic development of the district, local community should engage themselves in destination promotional activities as they gets the lots of benefits from the tourism sector.
- ✓ **Responsibility of the Local community people:** It is clearly understood from the survey that, tourism has a great positive impact on the local community as it helps to raise the standard of living as well as improves the buying capacity of the local residents both in Kasaragod and Dakshina Kannada. Hence the local residents of the particular destination should consult the concerned authorities or tourism departments to provide the required infrastructure at the destination.
- ✓ **Role of Local people in approaching the Government:**So it is clear from the survey that, tourism helps for the modernization as well as generates both direct and indirect employment, tourism sector helps for the improvement of infrastructural facilities at the destination and increased standardization and also improved life style due to

tourism activities. Hence the roles local peoples in approaching the governments of both the states are crucial one in promoting any destination.

- ✓ **Approaching the Authorities for the Infrastructural Development:** Hence it is clear from the survey that, tourism sector helps for the increased transport facilities in the destination and it also helps for the good network of roads, Due to the tourism activities, it will also help for the increased Hygieneness & Sanitation, it helps a lot for the increased standardization, and Infrastructural facilities improves at the destinations. Here the governments of both states are lacking behind to provide the necessary facilities which are very essential to the destination. So as responsible citizens of the region, local residents should approach the Public Welfare Departments for the special grants for infrastructural development.
- ✓ **Efforts of local people in Destination Development:** Statement on Tourism Development is helpful in generating more employment Opportunities to the local people. Tourism industry helps for the Industrialization; tourism activity also promotes the destination as Education Hub, Tourism provides direct employment and self employment opportunities for the local people. So it is clear that, being one of the employment generator sector tourism needs much more support from the government in terms of destination development and providing the basic facilities required for the developmental works. Here the efforts or role of the local communities is also a crucial one to get the work done.

5.3: SCOPE FOR FURTHER STUDY:

This research study which helps the researchers in the future who seeks the potentials of tourism in these two districts and they can refer this study for their further research. Because this study deals with all the aspects of tourism in both the districts, if there is any problem for the growth and development of tourism in these two districts, it finds suggestions to solve it in organized manner. The aspirants who want to seek the potentiality of tourism in these two districts, this study will obviously help them.

5.4. CONCLUSION

Tourism is one of the most successful and fast growing business activities in the world involving Transportation, accommodation and catering the needs and wants of millions of tourists. Economic diversifications and technological improvement has created a very conducive environment for tourism development in the present age of globalization. Tourism

industry acts as the backbone of many countries. It acts as a driving force for employment generation, poverty alleviation and social harmony.

"Incredible India" the marketing slogan that attracts tourists to India from around the globe, also reports incredible results for its marketers. World Travel and Tourism Council has remarked that Indian tourism revenue grows at an enormous rate compared to many other countries. Domestic tourism fueled much of the growth as Indians increasingly visited other areas of their country, but international arrivals also played an important part in the industry's expansion.

Tourism benefits India in three ways: employment, foreign currency, and infrastructure development. Over 20 million people work in India's tourism industry. This includes jobs in hotels, transport sector, attractions, travel agency and tour operation companies, shipping or cruise companies, Airlines etc. Others indirectly benefits such as restaurants and retail shops. Tourism generates over $11 billion in foreign currency, assisting the country's trade balance. Another benefit is infrastructure development such as hotel construction, airport improvements and ground transport systems. Tourism is a significant branch of the global economy, and plays a crucial role in developing countries. The economic effects of tourism activities are significant, so most countries focus on tourism because it is seen as a vital instrument for achieving economic development goals. The latest studies and research suggests that the tourism industry contributes over 10 percent of global GDP generated over 250 million direct and indirect jobs worldwide and represents one third of international trade in services.This sector has a rather high potential for revenue growth, job creation and higher earnings from foreign exchange. Financial institutions are involved in supporting local and regional economies by helping to reduce poverty in those areas. In addition, they finance projects that are directly linked to sustainable development and to improve tourism infrastructure.

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Confirmation

I hereby declare that this synopsis entitled **SOCIO-ECONOMIC DEVELOPMENT THROUGH TOURISM- A COMPARATIVE STUDY OF KASARAGOD AND DAKSHINA KANNADA DISTRICTS** is carried out by me under the guidance of DR.SUBHASHINI SRIVATSA, Associate Professor and Research Guide, Department of Commerce, University College Mangalore.

SRIRAJ B.S
Research Scholar

Date: 17-01-2023

It is certified that this synopsis entitled **SOCIO-ECONOMIC DEVELOPMENT THROUGH TOURISM- A COMPARATIVE STUDY OF KASARAGOD AND DAKSHINA KANNADA DISTRICTS**is a bonafide record of work done by Mr. SRIRAJ B.S under my guidance and supervision.

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